

# PRAXIS

HOME RETAIL LIMITED

Ref: SEC/BSE-NSE/NPP\_02-2021

Date: September 18, 2021

To,

**BSE Limited**

The Listing Department  
Phiroje Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Maharashtra, India.  
**Scrip Id: 540901**

**National Stock Exchange of India Limited**

Manager - Listing Compliance  
'Exchange Plaza'. C-1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai - 400 051  
**Symbol: PRAXIS**

Dear Sir,

**Ref.: Rights Issue of Equity Shares of Praxis Home Retail Limited (the "Company")**

**Sub.: Submission of Pre-Issue Advertisement with respect to Rights Issue**

Pursuant to provisions of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are submitting herewith the extract of e-clippings of the Pre-Issue Advertisement published in connection with the Rights Issue of the Company, in the following newspapers on September 18, 2021:

1. Financial Express – (English) National daily – All Editions
2. Jansatta – (Hindi) National Daily – All Editions
3. Navshakti – (Marathi) – Regional Edition

Kindly take the same on record.

Thanking You.

Yours Faithfully,

For Praxis Home Retail Limited



**Smita Chowdhury**  
**Company Secretary and Compliance Officer**



**Encl.: As Above**

**PRAXIS HOME RETAIL LIMITED**

**CIN: L52100MH2011PLC212866**

Registered Office: iThink Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai 400 042 IN  
Tel: +91 22 6882 4900; Fax: +91 22 6882 4801; website: [www.praxisretail.in](http://www.praxisretail.in); email: [investorrelations@praxisretail.in](mailto:investorrelations@praxisretail.in)

## UK eases rules for vaccinated travellers, India to benefit

ADITI KHANNA  
London, September 17

THE UK GOVERNMENT on Friday announced a major relaxation of international travel rules for vaccinated people coming in and out of England, with long-haul routes between India and the UK set to benefit.

From October 4, the current traffic light system of red, amber and green countries based on levels of Covid-19 risk will be scrapped and replaced with one red list only.

The scrapping of an amber list, which is what India is currently on, means reduced cost burden for travellers related to compulsory quarantines and PCR tests. From October 4, travellers will also no longer need to take pre-departure PCR tests for travelling into England from abroad.

"Today's changes mean a simpler, more straightforward system. One with less testing and lower costs, allowing more people to travel, see loved ones

or conduct business around the world while providing a boost for the travel industry," said UK transport secretary Grant Shapps.

"Public health has always been at the heart of our international travel policy and with over 44 million people fully vaccinated in the UK, we are now able to introduce a proportionate updated structure that reflects the new landscape," he said.

In the latest update, Pakistan, Bangladesh and Sri Lanka are among eight red list destinations moved off the travel ban list from next Wednesday.

From the end of October, fully vaccinated passengers from non-red list countries will be able to replace the current compulsory Day 2 PCR test requirement with cheaper lateral flow tests. Anyone testing positive will need to isolate and take a free confirmatory PCR test, which would be genomically sequenced to help identify new variants. —PTI

PRAXIS  
HOME RETAIL LIMITED

(This is an Advertisement for information purposes only and not for publication or distribution or release directly or indirectly outside India and is not an offer document announcement)

# PRAXIS HOME RETAIL LIMITED

Our Company was originally incorporated on January 31, 2011 under the Companies Act, 1956 as GRN Energy Private Limited with the Registrar of Companies, Maharashtra at Mumbai ("RoC"). Further, the name of our Company was changed to GRN Retail Private Limited and a fresh certificate of incorporation was issued on December 21, 2016 by RoC. Furthermore, the name of our Company was changed to Praxis Home Retail Private Limited and a fresh certificate of incorporation was issued on January 5, 2017 by RoC. Thereafter, our Company was converted to a public limited company and the name of our Company was changed to Praxis Home Retail Limited and a fresh certificate of incorporation was issued by the RoC on June 21, 2017. For details of change in name and registered office of our Company, see "General Information" on page 38 of the Letter of Offer dated September 9, 2021 ("Letter of Offer").

Registered Office: Think Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai - 400 042, Maharashtra, India | Telephone: +91 22 6882 4900  
Contact Person: Smita Chowdhury, Company Secretary and Compliance Officer | Email: investorrelations@praxisretail.in | Website: www.praxisretail.in | Corporate Identity Number: LS2100MH2011PLC212866

OUR PROMOTERS: KISHORE BIVASTAR AND FUTURE CORPORATE RESOURCES PRIVATE LIMITED

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF PRAXIS HOME RETAIL LIMITED (THE "COMPANY" OR "THE ISSUER") ONLY		
ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATION*	ISSUE CLOSES ON*
TUESDAY, SEPTEMBER 21, 2021	THURSDAY, SEPTEMBER 30, 2021	TUESDAY, OCTOBER 5, 2021

\*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncers on or prior to the Issue Closing Date. \*Our Board or a duly authorised committee thereof will have the right to extend the Issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

ISSUE OF UP TO 4,35,99,433 EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH ("RIGHTS EQUITY SHARES") OF THE COMPANY FOR CASH AT A PRICE OF ₹ 11.35 EACH (INCLUDING A SHARE PREMIUM OF ₹ 6.35 PER RIGHTS EQUITY SHARE) ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT UP TO ₹ 4,948.54 LAKHS\* ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 11 (ELEVEN) RIGHTS EQUITY SHARES FOR EVERY 8 (EIGHT) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON WEDNESDAY, SEPTEMBER 8, 2021. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 157 OF THE LETTER OF OFFER.

\*Assuming full subscription

## 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, investors can avail the same. For further details read section on ASBA below

FACILITIES FOR APPLICATION IN THIS ISSUE:

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and subject to the conditions prescribed under the SEBI circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009 and SEBI circular CIR/CFD/DIL/1/2011 dated April 29, 2011 (together the "ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for resident investors in this Issue, i.e., R-WAP Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA or using the R-WAP. For details, please see "Procedure for Application through the ASBA Process" and "Procedure for Application through R-WAP facility" on page 168 and 168 of the Letter of Offer.

(a) ASBA Facility: Investors can submit either the Application Form in physical mode to the Designated Branch of the SCSBs or online/electronic Application through the website of the SCSBs (if made available by such SCSB) authorizing the SCSB to block the Application Money in their respective ASBA Account maintained with the SCSB. Application through ASBA facility in electronic mode will only be available with such SCSBs who provide such facility. Investors should note that the ASBA process involves procedures that are different from the procedure under the R-WAP process. Investors applying through the ASBA facility should carefully read the provisions applicable to such Applications before making their Application through the ASBA process. For details, please see "Procedure for Application through the ASBA Process" on page 168 of the Letter of Offer.

Please note that subject to SCSBs complying with the requirements of SEBI Circular CIR/CFD/DIL/13/2012 dated September 25, 2012, within the periods stipulated therein, Applications may be submitted at the Designated Branches of the SCSBs. Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSBs on their own account using ASBA facility, each such SCSB should have a separate account in its own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making an Application in this Issue and clear demarcated funds should be available in such account for such an Application.

(b) Registrar's Web-based Application Platform (R-WAP): In accordance with the R-WAP Circulars, a separate web-based application platform, i.e., the R-WAP facility (accessible at [www.linkintime.co.in](http://www.linkintime.co.in)), has been instituted for making an Application in this Issue by resident investors. Further, R-WAP is only an additional option and not a replacement of the ASBA process. At the R-WAP, resident investors can access and submit the online Application Form in electronic mode using the R-WAP and make online payment using their internet banking or UPI facility from their own bank account thereat. Prior to making an Application, such investors should enable the internet banking or UPI facility of their respective bank accounts and such investors should ensure that the respective bank accounts have sufficient funds.

PLEASE NOTE THAT ONLY RESIDENT INVESTORS CAN SUBMIT AN APPLICATION USING R-WAP FACILITY. R-WAP FACILITY WILL BE OPERATIONAL FROM THE ISSUE OPENING DATE. FOR RISKS ASSOCIATED WITH THE R-WAP PROCESS, PLEASE SEE "RISK FACTORS - THE R-WAP PAYMENT MECHANISM FACILITY PROPOSED TO BE USED FOR THIS ISSUE MAY BE EXPOSED TO RISKS, INCLUDING RISKS ASSOCIATED WITH PAYMENT GATEWAYS" ON PAGE 35 OF THE LETTER OF OFFER.

For guidance on the Application process through R-WAP and resolution of difficulties faced by the Investors, the Investors are advised to carefully read the frequently asked questions or call helpline number (+91 22 4918 6200). For details, please see "Procedure for Application through R-WAP" on page 168 of the Letter of Offer.

PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS

An investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with an SCSB, prior to making the Application Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application.

Self-certified Syndicate Banks

For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, refer to <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedPFI=yes&intMid=34>. For details on Designated Branches of SCSBs collecting the Application Form, refer to the above-mentioned link.

APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS:

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper, in case of non-receipt of Application Form through e-mail or physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any address outside India. Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently. PLEASE NOTE THAT APPLICATION ON PLAIN PAPER CANNOT BE SUBMITTED THROUGH R-WAP FACILITY.

The application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars:

- Name of our Company, being Praxis Home Retail Limited;
- Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
- Registered Folio Number/DP and Client ID No.;
- Number of Equity Shares held as on Record Date;
- Allotment option - only dematerialised form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for within the Rights Entitlements;
- Number of additional Rights Equity Shares applied for, if any;
- Total number of Rights Equity Shares applied for;
- Total application amount paid at the rate of ₹ 11.35 per Rights Equity Share;
- Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB;
- In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FNCR/NRO Account such as the account number, name, address and branch of the SCSB with which the account is maintained;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue;
- Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account;
- Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB); and
- Additionally, all such Applicants are deemed to have accepted the following: "I/We understand that neither the Rights Entitlement nor the Equity Shares have been, or will be, registered under the United States Securities Act of 1933, as amended (the "US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the "United States") except in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act. I/We understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering of any Equity Shares or Rights Entitlement for sale in the United States, or as a solicitation therein of an offer to buy any of the said Equity Shares or Rights Entitlement in the United States. Accordingly, I/We understand that this application should not be forwarded to or transmitted in or to the United States at any time. I/We understand that none of the Company, the Registrar, the Lead Manager or any other person acting on behalf of the Company or any other person acting on behalf of the Company has reason to believe, is in the United States, or if such person is outside India and the United States, such person is not a corporate shareholder, or is ineligible to participate in the Issue under securities laws of their jurisdiction. I/We will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation except under circumstances that will result in compliance with any applicable laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of our residence. I/We understand and agree that the Rights Entitlement and Equity Shares may not be reoffered, resold, pledged or otherwise transferred except in an offshore transaction in compliance with Regulation S under the US Securities Act ("Regulation S"), or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act. I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States, and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of Regulation S. I/We acknowledge that the Company, the Lead Manager, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements."

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of IEPF pursuant; or (c) the demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (e) credit of the Rights Entitlements returned/reversed/failed; (f) the ownership of the Equity Shares currently under dispute, including any court proceedings; or (g) Eligible Equity Shareholders who have not provided their Indian addresses.

Eligible Equity Shareholders, whose Rights Entitlements are credited in demat suspense escrow account opened by our Company, are requested to provide relevant details (such as copies of self-attested PAN and client master sheet of demat account etc., details/records confirming the legal and beneficial ownership of their respective Equity Shares) to the Company or the Registrar not later than two Working Days prior to the Issue Closing Date, i.e., by Friday, October 1, 2021 to enable the credit of their Rights Entitlements by way of transfer from the demat suspense escrow account to their demat account at least one day before the Issue Closing Date, to enable such Eligible Equity Shareholders to make an application in this Issue, and this communication shall serve as an intimation to such Eligible Equity Shareholders in this regard. Such Eligible Equity Shareholders are also requested to ensure that their demat account, details of which have been provided to the Company or the Registrar account is active to facilitate the aforementioned transfer. Eligible Equity Shareholders holding Equity Shares in physical form can update the details of their demat accounts on the website of the Registrar (i.e., [www.linkintime.co.in](http://www.linkintime.co.in)). Such Eligible Equity Shareholders can make an Application only after the Rights Entitlements is credited to their respective demat accounts.

Eligible Equity Shareholders can obtain the details of their Rights Entitlements from the website of the Registrar (i.e., [www.linkintime.co.in](http://www.linkintime.co.in)) by entering their DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN. The link for the same shall also be available on the website of our Company (i.e., [www.praxisretail.in](http://www.praxisretail.in)).

PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS DOES NOT, PER SE, ENTITLE THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY. FOR DETAILS, SEE "PROCEDURE FOR APPLICATION" ON PAGE 166 OF THE LETTER OF OFFER.

NOTICE TO INVESTORS:

No action has been or will be taken to permit this Issue in any jurisdiction where action would be required for that purpose. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the

Issue Materials may not be distributed in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Issue Materials will not constitute an offer in those jurisdictions in which it would be illegal to make such an offer, and, under those circumstances, the Issue Materials must be treated as sent for information only and should not be copied, redistributed or acted upon for subscription to Rights Equity Shares or the purchase of Rights Entitlements. Accordingly, persons receiving a copy of the Issue Materials should not, in connection with the issue of the Rights Entitlements or Rights Equity Shares, distribute or send such document in, into the United States or any other jurisdiction where to do so would, or might contravene local securities laws or regulations or would subject the Company, Lead Manager or their respective affiliates to any filing or registration requirement (other than in India). If Issue Materials is received by any person in any such jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Entitlement or Rights Equity Shares referred to in Issue Materials. Envelopes containing an Application Form should not be dispatched from any jurisdiction where it would be illegal to make an offer, and all persons subscribing for the Rights Equity Shares in this Issue must provide an Indian address.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the United States Securities Act, 1933, as amended ("Securities Act"), or any U.S. state securities laws and may not be offered, sold, resold or otherwise transferred within the United States of America or the territories or possessions thereof ("United States" or "U.S.") or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S under the Securities Act ("Regulation S")), except in a transaction exempt from the registration requirements of the Securities Act. The Rights Entitlements and Rights Equity Shares referred to in the Letter of Offer are being offered in India and in jurisdictions where such offer and sale of the Rights Equity Shares and /or Rights Entitlements are permitted under laws of such jurisdictions, but not in the United States. The offering to which the Letter of Offer, and the Abridged Letter of Offer relates is not, and under no circumstances is to be construed as, an offering of any securities or rights for sale in the United States or as a solicitation therein of an offer to buy any of the said securities or rights.

Accordingly, the Letter of Offer/Abridged Letter of Offer, Rights Entitlement Letter and Application Form should not be forwarded to or transmitted in or into the United States at any time.

Neither our Company, nor any person acting on behalf of our Company, will accept a subscription or renunciation from any person, or the agent of any person, who appears to be, or who our Company, or any person acting on behalf of our Company has reason to believe is, in the United States of America when the buy order is made. No payments for subscribing for the Rights Equity Shares shall be made from US bank accounts and all persons subscribing for the Rights Equity Shares and wishing to hold such Rights Equity Shares in registered form must provide an address for registration of the Rights Equity Shares in India. Our Company is making this Issue on a rights basis to the Eligible Equity Shareholders and will dispatch the Letter of Offer or Abridged Letter of Offer and the Application Form only to Eligible Equity Shareholders who have provided an Indian address to our Company.

We, the Registrar, the Lead Manager or any other person acting on behalf of us, reserve the right to treat as invalid any Application Form which: (i) does not include the certification set out in the Application Form to the effect that the subscriber does not have a registered address (and is not otherwise located) in the United States and is authorised to acquire the Rights Entitlements and the Rights Equity Shares in compliance with all applicable laws and regulations; (ii) appears to us or its agents to have been executed in, electronically transmitted from or dispatched from the United States; (iii) where a registered Indian address is not provided; or (iv) where we believe that Application Form is incomplete or acceptance of such Application Form may infringe applicable legal or regulatory requirements; and we shall not be bound to allot or issue any Rights Equity Shares in respect of any such Application Form.

Rights Entitlements may not be transferred or sold to any person in the United States.

LAST DATE FOR APPLICATION

The last date for submission of the duly filled in the Application Form or a plain paper Application is Tuesday, October 5, 2021, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date). If the Application Form is not submitted with an SCSB, uploaded with the Stock Exchanges and the Application Money is not blocked with the SCSB or if the Application Form is not accepted at the R-WAP on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the heading, "Basis of Allotment" on page 182 of the Letter of Offer. Please note that on the Issue Closing Date, (i) the Applications through ASBA process will be uploaded until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges and (ii) the R-WAP facility will be available until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges.

ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM

PLEASE NOTE THAT THE RIGHTS EQUITY SHARES APPLIED FOR IN THIS ISSUE CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH THE EQUITY SHARES ARE HELD BY SUCH INVESTOR ON THE RECORD DATE OR THE RIGHTS ENTITLEMENTS ARE HELD BY SUCH INVESTOR ON THE ISSUE CLOSING DATE. AS THE CASE MAY BE. FOR DETAILS, PLEASE SEE "ALLOTMENT ADVICE OR REFUND/ UNBLOCKING OF ASBA ACCOUNTS" ON PAGE 182 OF THE LETTER OF OFFER.

INVESTORS MAY PLEASE NOTE THAT THE EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGES ONLY IN DEMATERIALIZED FORM.

PLEASE NOTE THAT THE RIGHTS ENTITLEMENTS WHICH ARE NEITHER RENOUNCED NOR SUBSCRIBED BY THE INVESTORS ON OR BEFORE THE ISSUE CLOSING DATE SHALL LAPSE AND SHALL BE EXTINGUISHED AFTER THE ISSUE CLOSING DATE. THE LEAD MANAGER, THE REGISTRAR AND OUR COMPANY ACCEPT NO RESPONSIBILITY TO BEAR OR PAY ANY COST, APPLICABLE TAXES, CHARGES AND EXPENSES (INCLUDING BROKERAGE), AND SUCH COSTS WILL BE INCURRED SOLELY BY THE INVESTORS.

LISTING: The existing Equity Shares of our Company are listed on BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE") (together, the "Stock Exchanges"). Our Company has received "in-principle" approvals from BSE and NSE for listing the Rights Equity Shares to be allotted in the Issue through their letters dated August 30, 2021 and August 16, 2021, respectively. Our Company has received trading approvals from the Stock Exchanges for the Rights Entitlements as required under the SEBI circular bearing reference number SEBI/HO/CFD/DIL/2/CIR/P/2020/13 dated January 22, 2020. BSE shall be the Designated Stock Exchange for the purpose of this Issue.

DISCLAIMER CLAUSE OF SEBI: It is to be distinctly understood that the submission of the Letter of Offer to SEBI should not, in any way be deemed or construed that the same has been cleared or approved by SEBI. The Investors are advised to refer to the Letter of Offer for the full text of disclaimer clause of the SEBI under the heading "Other Regulatory and Statutory Disclosures - Disclaimer Clause of SEBI" on page 149 of the Letter of Offer.

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of disclaimer clause of the BSE Limited under the heading "Other Regulatory and Statutory Disclosures - Disclaimer Clause of BSE" on page 152 of the Letter of Offer.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of the disclaimer Clause of NSE "Other Regulatory and Statutory Disclosures - Disclaimer Clause of NSE" on page 153 of the Letter of Offer.

DISPATCH AND AVAILABILITY OF ISSUE MATERIALS: In accordance with the SEBI ICDR Regulations, SEBI Rights Issue Circulars, our Company will send/dispatch at least three days before the Issue Opening Date, the Abridged Letter of Offer, the Entitlement Letter, Application Form and other issue material ("Issue Materials") only to the Eligible Equity Shareholders who have provided an Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Equity Shares is permitted under laws of such jurisdictions and does not result in and may not be construed as, a public offering in such jurisdictions. In case the Eligible Equity Shareholders have provided their valid e-mail address, the Issue Materials will be sent only to their valid e-mail address and in case the Eligible Equity Shareholders have not provided their e-mail address, then the Issue Materials will be dispatched, on a reasonable effort basis, to the India addresses provided by them.

Further, the Letter of Offer will be sent/dispatched, by the Registrar on behalf of our Company to the Eligible Equity Shareholders who have provided their Indian addresses and have made a request in this regard. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Letter of Offer will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions and in each case who make a request in this regard. In accordance with above, the dispatch of the Abridged Letter of Offer, the Rights Entitlement Letter, Application Form has been completed in electronic mode through email on September 15, 2021 and physically through speed post on September 16, 2021, by Registrar to the Issue. i.e. Link Intime India Private Limited to the Eligible Equity Shareholders of the Company, whose names appeared in the Register of Members/Beneficial Owners of the Company, on the Record date i.e. Wednesday, September 8, 2021.

Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Rights Equity Shares under applicable securities laws) on the websites of (i) our Company at [www.praxisretail.in](http://www.praxisretail.in); (ii) the Registrar at [www.linkintime.co.in](http://www.linkintime.co.in); (iii) the Lead Manager at [www.vivro.net](http://www.vivro.net); (iv) the Stock Exchange at [www.bseindia.com](http://www.bseindia.com); and (v) the Registrar's web-based application platform at [www.linkintime.co.in](http://www.linkintime.co.in)

OTHER IMPORTANT LINKS AND HEADLINE

The Investors can visit following links for the below-mentioned purposes: a) Frequently asked questions and online / electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: [www.linkintime.co.in](http://www.linkintime.co.in) b) Update of Indian address / email address / mobile number in the records maintained by the Registrar or our Company: [www.linkintime.co.in](http://www.linkintime.co.in) c) Update of demat account details by Eligible Equity Shareholders holding shares in physical form: [www.linkintime.co.in](http://www.linkintime.co.in) d) Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: [www.praxisretail.in](http://www.praxisretail.in) e) [www.linkintime.co.in](http://www.linkintime.co.in)

BANKER TO THE ISSUE AND REFUND BANK: RBL Bank Limited

FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER/ ABRIDGED LETTER OF OFFER.

Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
<b>VIVRO</b> Vivro Financial Services Private Limited 607/608 Marathon Icon, Opp. Peninsula Corporate Park, Off. Ganpatrao Kadam Marg, Veer Santaji Lane, Lower Parel, Mumbai - 400 013 Telephone: +91 22 6666 8040 / 41 / 42 Email: <a href="mailto:praxis.rights@vivro.net">praxis.rights@vivro.net</a>   Website: <a href="http://www.vivro.net">www.vivro.net</a> Investor Grievance Email: <a href="mailto:investors@vivro.net">investors@vivro.net</a> Contact Person: Yogesh Malpani SEBI Registration Number: INM000010122	<b>LINKintime</b> Link Intime India Private Limited C-101, 1st Floor, 247 Park, LBS Marg, Surya Nagar, Gandhi Nagar, Vikhroli (West), Mumbai - 400 083, Maharashtra, India   Telephone: + 91-22-4918 6200 Email: <a href="mailto:praxis.rights@linkintime.co.in">praxis.rights@linkintime.co.in</a> Website: <a href="http://www.linkintime.co.in">www.linkintime.co.in</a> Investor Grievance Email: <a href="mailto:praxis.rights@linkintime.co.in">praxis.rights@linkintime.co.in</a> Contact Person: Sumet Deshpande SEBI Registration Number: INR000004058

Praxis Home Retail Limited  
Smita Chowdhury  
Think Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai 400 042, Maharashtra, India. | Telephone: +91 22 6882 4900 | E-mail: [investorrelations@praxisretail.in](mailto:investorrelations@praxisretail.in)  
Website: [www.praxisretail.in](http://www.praxisretail.in)

Investors may contact the Registrar or our Company Secretary & Compliance Officer for any pre-Issue or post-Issue related matter. All grievances relating to the ASBA process or R-WAP process may be addressed to the Registrar, with a copy to the SCSBs (in case of ASBA process), giving full details such as name, address of the Applicant, contact number(s), E-mail address of the sole/ first holder, folio number or demat account number, number of Rights Equity Shares applied for, amount blocked (in case of ASBA process) or amount debited (in case of R-WAP process), ASBA Account number and the Designated Branch of the SCSBs where the Application Form or the plain paper application, as the case may be, was submitted by the Investors along with a photocopy of the acknowledgement slip (in case of ASBA process), and copy of the e-acknowledgement (in case of R-WAP process). For details on the ASBA process and R-WAP process, see "Terms of the Issue" on page 157 of the Letter of Offer.

For Praxis Home Retail Limited  
Date: September 17, 2021  
Place: Mumbai  
Smita Chowdhury  
Company Secretary & Compliance Officer

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer with the Securities and Exchange Board of India and Stock Exchanges. The Letter of Offer is available on the website of SEBI at [www.sebi.gov.in/website](http://www.sebi.gov.in/website) of BSE Limited i.e. [www.bseindia.com](http://www.bseindia.com) and the website of the Lead Manager at [www.vivro.net](http://www.vivro.net). Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 18 of the Letter of Offer. This announcement does not constitute an offer of Rights Equity Shares for sale in any jurisdiction, including the United States, and any Rights Equity Shares described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Rights Equity Shares in the United States.

**RAJASTHAN STATE MINES & MINERALS LIMITED**  
(A Government of Rajasthan Enterprise)  
4, Meera Marg, Udaipur - 313001  
Phone: (0294)2428768/2428763-67, Fax: (0294)2428770 2428739  
Email: [contractsco.rsmm@rajasthan.gov.in](mailto:contractsco.rsmm@rajasthan.gov.in)  
Corrigendum Date: 16.09.2021

NIT No. & Date	Description of Work
EOI no. RSMMD/COIGMM/Cont./JE0 Maintenance of Industrial Beneficiation Plant on as is where is basis for O&M IBP/2021-22	Minimum guaranteed production of normative quantity and grade of dated 01.09.2021
Beneficiated Rock Phosphate on "Per ton LGO Processing" at UBSN no. MML12122	Jhamaorkota Mines, Udaipur Phosphate extended up to 30.09.2021.

Other terms & conditions have been given in detailed tender for which please visit us at our website [www.rsmm.com](http://www.rsmm.com) or [www.sppr.rajasthan.gov.in](http://www.sppr.rajasthan.gov.in) or eproc.rajasthan.gov.in or contact GGM (Contract) on above address.  
Raj.Samwad/C/21/6224 DGM (Admin.)

**Head Office : Corporate Service Dept.**  
Lokmangal, 1501, Shivajinagar, Pune-05

**RFP for Empanelment of Electrical Consultants**

Bank of Maharashtra, Corporate Service Dept., Lokmangal 1501, Shivajinagar, Pune 411005 invites application for **Empanelment of Electrical Consultants**. All other details including application form are available on our website [www.bankofmaharashtra.in/tenders](http://www.bankofmaharashtra.in/tenders). Application Forms can be downloaded from Bank of Maharashtra website. Bank reserves the right to reject any/all applications without assigning any reason whatsoever. Last date of submission of application form is **04/10/2**

# चुनावी राज्य यूपी और पंजाब के लिए लक्ष्य

पात्र लोगों को कम से कम एक खुराक दी जाएगी

नई दिल्ली, 17 सितंबर (भाषा)।

उत्तर प्रदेश और पंजाब जैसे राज्यों में जहां अगले साल विधानसभा चुनाव होने हैं, पात्र आबादी को कोविड-19 टीके की कम से कम एक खुराक देना सरकार की प्राथमिकता में है। अधिकारिक सूत्रों ने यह जानकारी दी।

केंद्रीय स्वास्थ्य मंत्रालय के सूत्रों ने शुक्रवार को बताया कि इसके अलावा, कोविड-19 टीकाकरण के तहत 100 करोड़ खुराक देने का महत्वपूर्ण लक्ष्य अक्टूबर के दूसरे सप्ताह तक पूरा होने की संभावना है। एक सूत्र ने बताया, 'उत्तर प्रदेश और पंजाब जैसे राज्यों में जहां अगले साल विधानसभा चुनाव होने हैं, वहां कोविड-19 टीके की कम से कम एक खुराक के साथ पात्र लोगों का टीकाकरण सरकार की प्राथमिकता में है।'

देश में शुक्रवार तक कोविड-19 रोधी टीके की 78 करोड़ खुराक

दी जा चुकी हैं। केंद्र ने कहा है कि भारत की 20 फीसद वयस्क आबादी को कोविड-19 टीके की दोनों खुराक दी जा चुकी है और 62 फीसद को कम से कम एक खुराक मिल चुकी है।

जितने टीकों का इस्तेमाल हुआ है उनमें से करीब 87.8 फीसद कोविड-19 टीके हैं, जिसका निर्माण सीरम इंस्टीट्यूट ऑफ इंडिया ने किया है। करीब 12.11 फीसद टीके भारत बायोटेक के कोवैक्सिन हैं और एक फीसद से कम स्प्रूनिंग की टीके हैं।

उत्तर प्रदेश में कम से कम 50 फीसद लाभार्थियों को एक खुराक लग चुकी है। सूत्रों ने बताया कि चुनाव के पहले शत-फीसद आबादी को एक खुराक दिए जाने का लक्ष्य है। भारत में फाइजर और मॉडर्ना के टीकों में देरी पर सूत्रों ने कहा कि समय-समय पर निर्माताओं की मांगों में बदलाव के कारण इन टीकों को देश में उपलब्ध कराने में देरी हो रही है।

# मथुरा में जानलेवा बुखार से तीन और बच्चों की मौत

मथुरा, 17 सितंबर (भाषा)।

उत्तर प्रदेश के मथुरा जनपद में फैला जानलेवा बुखार दिनोंदिन और अधिक खतरनाक होता जा रहा है। बीते दो दिन में डेढ़ और बुखार से एक किशोर और दो बच्चों की मौत हो गई। इनमें छह माह का बच्चा भी शामिल है। इससे पूर्व फरह क्षेत्र के कोह व गोवर्धन के जवाँदा गांव में बुखार से कई बच्चों की मौत हो चुकी है।

स्वास्थ्य विभाग के सूत्रों के अनुसार, जनपद के मांट क्षेत्र के टैंटीगांव निवासी मुकेश के छह माह के बेटे लव को बीते तीन दिन से बुखार आ रहा था। परिजन उसे अस्पताल ले गए, लेकिन तबीयत में सुधार नहीं हुआ। गुरुवार को बच्चे ने दम तोड़ दिया।

उन्होंने बताया कि सुरीर के गांव लोहई में राजन के आठ साल के बेटे रोहित को मंगलवार की रात अचानक बुखार और पेट में दर्द हुआ। परिजन इलाज के लिए सरकारी अस्पताल के लिए निकले लेकिन रास्ते में ही उसकी मृत्यु हो गई।

इसी प्रकार, लोहई निवासी पिकी के 15 साल के बेटे राजकुमार ने बुधवार को डेढ़ से दम तोड़ दिया। स्वास्थ्य विभाग की टीम ने गांवों में सर्वेक्षण शुरू कराकर बुखार पीड़ितों के नमूने एकत्र किए हैं।

नौहड्डाल सामुदायिक स्वास्थ्य केंद्र प्रभारी डॉ. शशिंरंजन का कहना है कि सुरीर व लोहई में टीमें भेजी गई हैं।

संचारी रोग नियंत्रण के प्रभारी डॉ. भूदेव ने बताया कि स्वर्ण जयंती अस्पताल, जिला अस्पताल तथा सामुदायिक स्वास्थ्य केंद्र फरह में मलेरिया व डेंगू के जो मरीज भर्ती हैं उनमें से ज्यादातर की सेहत में सुधार हो रहा है। फरह व छाता क्षेत्र के गांवों में कराए गए सर्वेक्षण में अब तक डेंगू के 327 मामले पाए गए हैं।

मुख्य चिकित्साधिकारी डॉ. रचना गुप्ता ने बताया कि मलेरिया व डेंगू की बीमारी न फैलने देने के लिए पंचायत विभाग के कर्मचारी गांवों में लावा-रोधी छिड़काव कर रहे हैं। साथ ही पानी इकट्ठा होने से रोकने व अन्य सावधानियों को लेकर ग्रामीणों के बीच जागरूकता अभियान चलाया जा रहा है ताकि मच्छर न पैदा हो सकें।

# छह महीने के भीतर सुनवाई पूरी करने का निर्देश

जसत्ता यूरो

नई दिल्ली, 17 सितंबर।

देहरादून की एक निचली अदालत द्वारा दिए गए 78 स्थगनों से नाराज सुप्रीम कोर्ट ने तीन लोगों के खिलाफ धोखाधड़ी और जालसाजी के 2014 के एक मामले में छह महीने के भीतर सुनवाई पूरी करने का निर्देश दिया है। यह देखते हुए कि लगभग सात साल पहले मामले का संज्ञान लेने के बावजूद निचली अदालत मामले पर तनिक भी आगे नहीं बढ़ी है, न्यायमूर्ति एएम खानविलकर, न्यायमूर्ति दिनेश महेश्वरी और न्यायमूर्ति सीटी रवि कुमार की पीठ ने जांच अधिकारी को यह सुनिश्चित करने का निर्देश दिया कि गवाहों को परीक्षण के लिए निचली अदालत में निर्धारित तारीखों पर पेश कराया जाए।

जजों ने कहा-हम निचली अदालत को यह सुनिश्चित करने का निर्देश देते हैं कि इस आदेश की प्रति प्राप्त होने की तारीख से छह महीने के भीतर सुनवाई पूरी की जाए। हमें यह निर्देश इसलिए जारी करना पड़ा क्योंकि हमने देखा कि निचली अदालत लगभग सात साल पहले संज्ञान लेने और 78 स्थगन के बावजूद इस मामले पर जरा भी आगे नहीं बढ़ी। यहां तक कि आरोप भी तय नहीं किए गए। शीर्ष अदालत ने डॉ. अतुल कृष्ण की उत्तराखंड हाईकोर्ट के आदेश के खिलाफ अपील पर यह आदेश दिया। हाईकोर्ट ने मामले के जल्द निबटारे की उनकी याचिका खारिज कर दी थी।

अपील के मुताबिक याचिकाकर्ता ने 2012 में मेरठ जिले के जानी थाने में प्रतिवादियों के खिलाफ भारतीय दंड संहिता की धोखाधड़ी और जालसाजी से संबंधित धाराओं में प्राथमिकी दर्ज करवाई थी। याचिका में कहा गया था कि 28 जून, 2014 से 15 अक्टूबर, 2020 के बीच मामले पर सुनवाई के लिए 78 तारीखें दी गईं लेकिन प्रतिवादियों के खिलाफ आरोप तक तय नहीं किए गए।

# भ्रामक संकेतकों पर मानवाधिकार आयोग ने मांगा दिल्ली मेट्रो से जवाब

जसत्ता यूरो

नई दिल्ली, 17 सितंबर।

किन्नरों के शौचालयों पर भ्रामक संकेतक लगाने के मामले में राष्ट्रीय मानवाधिकार आयोग ने दिल्ली मेट्रो रेल निगम से कार्रवाई रिपोर्ट तलब की है। आयोग ने एक शिकायत पर कार्रवाई करते हुए दिल्ली मेट्रो को नोटिस जारी किया है। शिकायत में कहा गया है कि निगम ने नए बने 347 शौचालयों पर उभयलिंगी के साथ जो फोटो लगाई है उसमें आधा पुरुष है और आधा स्त्री। उभयलिंगी शब्द किन्नरों को स्वीकार नहीं है। शिकायत के मुताबिक शौचालयों पर लगे संकेतक दिल्ली मेट्रो रेल की लैंगिक भेदभाव रोकने और सुरक्षित स्थान उपलब्ध कराने की मंशा को पूरा नहीं करते। आयोग ने इस शिकायत पर हुई कार्रवाई का ब्योरा छह हफ्ते के भीतर देने का दिल्ली मेट्रो को निर्देश दिया है। शिकायत में ट्रांसजेंडर को हिंदी में उभयलिंगी के बजाय ट्रांसजेंडर ही लिखने की मांग की है। साथ ही आधा पुरुष और आधा स्त्री वाले फोटो के स्थान पर केवल अंग्रेजी का टी शब्द ही अंकित करने की भी मांग की है।

जसत्ता यूरो  
नई दिल्ली, 17 सितंबर।

(This is an Advertisement for information purposes only and not for publication or distribution or release directly or indirectly outside India and is not an offer document announcement)

# PRAXIS HOME RETAIL LIMITED

Our Company was originally incorporated on January 31, 2011 under the Companies Act, 1956 as GRN Energy Private Limited with the Registrar of Companies, Maharashtra at Mumbai ("RoC"). Further, the name of our Company was changed to GRN Retail Private Limited and a fresh certificate of incorporation was issued on December 21, 2016 by RoC. Furthermore, the name of our Company was changed to Praxis Home Retail Private Limited and a fresh certificate of incorporation was issued on January 5, 2017 by RoC. Thereafter, our Company was converted to a public limited company and the name of our Company was changed to Praxis Home Retail Limited and a fresh certificate of incorporation was issued by the RoC on June 21, 2017. For details of change in name and registered office of our Company, see "General Information" on page 38 of the Letter of Offer dated September 9, 2021 ("Letter of Offer").

**Registered Office:** iThink Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai - 400 042, Maharashtra, India | **Telephone:** +91 22 6882 4900  
**Contact Person:** Smita Chowdhury, Company Secretary and Compliance Officer | **Email:** investorrelations@praxisretail.in | **Website:** www.praxisretail.in | **Corporate Identity Number:** L52100MH2011PLC218266

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**OUR PROMOTERS: KISHORE BIYANI AND FUTURE CORPORATE RESOURCES PRIVATE LIMITED**

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**NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF PRAXIS HOME RETAIL LIMITED (THE "COMPANY" OR "THE ISSUER") ONLY**

ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATION*	ISSUE CLOSES ON*
<b>TUESDAY, SEPTEMBER 21, 2021</b>	<b>THURSDAY, SEPTEMBER 30, 2021</b>	<b>TUESDAY, OCTOBER 5, 2021</b>

*\*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncers on or prior to the Issue Closing Date. \*Our Board or a duly authorised committee thereof will have the right to extend the Issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.*

**ISSUE OF UP TO 4,35,99,433 EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH ("RIGHTS EQUITY SHARES") OF THE COMPANY FOR CASH AT A PRICE OF ₹ 11.35 EACH (INCLUDING A SHARE PREMIUM OF ₹ 6.35 PER RIGHTS EQUITY SHARE) ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT UP TO ₹ 4,948.54 LAKHS\* ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 11 (ELEVEN) RIGHTS EQUITY SHARES FOR EVERY 8 (EIGHT) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON WEDNESDAY, SEPTEMBER 8, 2021. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 157 OF THE LETTER OF OFFER.**

**\*Assuming full subscription**

**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, investors can avail the same. For further details read section on ASBA below*

**FACILITIES FOR APPLICATION IN THIS ISSUE:**

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and subject to the conditions prescribed under the SEBI circular SEBI/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009 and SEBI circular CIR/CFD/DIL/1/2011 dated April 29, 2011 (together the "ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for resident Investors in this Issue, i.e., R-WAP. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA or using the R-WAP. For details, please see "Procedure for Application through the ASBA Process" and "Procedure for Application through R-WAP facility" on page 168 and 168 of the Letter of Offer.

(a) **ASBA facility:** Investors can submit either the Application Form in physical mode to the Designated Branch of the SCSBs or online/ electronic Application through the website of the SCSBs (if made available by such SCSB) authorizing the SCSB to block the Application Money in their respective ASBA Account maintained with the SCSB. Application through ASBA facility in electronic mode will only be available with such SCSBs who provide such facility. Investors should note that the ASBA process involves procedures that are different from the procedure under the R-WAP process. Investors applying through the ASBA facility should carefully read the provisions applicable to such Applications before making their Application through the ASBA process. For details, please see "Procedure for Application through the ASBA Process" on page 168 of the Letter of Offer.

Please note that subject to SCSBs complying with the requirements of SEBI Circular CIR/CFD/DIL/13/2012 dated September 25, 2012, within the periods stipulated therein, Applications may be submitted at the Designated Branches of the SCSBs. Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSBs on their own account using ASBA facility, each such SCSB should have a separate account in its own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making an Application in this Issue and clear demarcated funds should be available in such account for such an Application.

(b) **Registrar's Web-based Application Platform (R-WAP):** In accordance with the R-WAP Circulars, a separate webbased application platform, i.e., the R-WAP facility (accessible at [www.linkintime.co.in](http://www.linkintime.co.in)), has been instituted for making an Application in this Issue by resident Investors. Further, R-WAP is only an additional option and not a replacement of the ASBA process. At the R-WAP resident Investors can access and submit the online Application Form in electronic mode using the R-WAP and make online payment using their internet banking or UPI facility from their own bank account thereat. Prior to making an Application, such Investors should enable the internet banking or UPI facility of their respective bank accounts and such Investors should ensure that the respective bank accounts have sufficient funds.

**PLEASE NOTE THAT ONLY RESIDENT INVESTORS CAN SUBMIT AN APPLICATION USING R-WAP FACILITY. R-WAP FACILITY WILL BE OPERATIONAL FROM THE ISSUE OPENING DATE. FOR RISKS ASSOCIATED WITH THE R-WAP PROCESS, PLEASE SEE "RISK FACTORS - THE R-WAP PAYMENT MECHANISM FACILITY PROPOSED TO BE USED FOR THIS ISSUE MAY BE EXPOSED TO RISKS, INCLUDING RISKS ASSOCIATED WITH PAYMENT GATEWAYS" ON PAGE 35 OF THE LETTER OF OFFER.**

For guidance on the Application process through R-WAP and resolution of difficulties faced by the Investors, the Investors are advised to carefully read the frequently asked questions or call helpline number (+91 22 4918 6200). For details, please see "Procedure for Application through R-WAP" on page 168 of the Letter of Offer.

**PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS**

An investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with an SCSB, prior to making the Application Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application.

**Self-certified Syndicate Banks**

For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, refer to <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=34>. For details on Designated Branches of SCSBs collecting the Application Form, refer the above-mentioned link.

**APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS:**

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper, in case of non-receipt of Application Form through e-mail or physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. **Applications on plain paper will not be accepted from any address outside India.** Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently. **PLEASE NOTE THAT APPLICATION ON PLAIN PAPER CANNOT BE SUBMITTED THROUGH R-WAP FACILITY.**

The application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars:

- Name of our Company, being Praxis Home Retail Limited;
- Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
- Registered Folio Number/DP and Client ID No.;
- Number of Equity Shares held as on Record Date;
- Allotment option - only dematerialised form;
- Number of Rights Equity Shares entitled to;
- Number of Rights Equity Shares applied for within the Rights Entitlements;
- Number of additional Rights Equity Shares applied for, if any;
- Total number of Rights Equity Shares applied for;
- Total application amount paid at the rate of ₹ 11.35 per Rights Equity Share;
- Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB;
- In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address and branch of the SCSB with which the account is maintained;
- Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue;
- Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account;
- Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB); and
- Additionally, all such Applicants are deemed to have accepted the following: "I/We understand that neither the Rights Entitlement nor the Equity Shares have been, or will be, registered under the United States Securities Act of 1933, as amended (the "US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the "United States") except in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act. I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States, and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of Regulation S. I/We acknowledge that the Company, the Lead Manager, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements."

**CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS**

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of IEPF authority; or (c) the demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (e) credit of the Rights Entitlements returned/reversed/failed; (f) the ownership of the Equity Shares currently under dispute, including any court proceedings; or (g) Eligible Equity Shareholders who have not provided their Indian addresses.

Eligible Equity Shareholders, whose Rights Entitlements are credited in demat suspense escrow account opened by our Company, are requested to provide relevant details (such as copies of self-attested PAN and client master sheet of demat account etc., details/ records confirming the legal and beneficial ownership of their respective Equity Shares) to the Company or the Registrar not later than two Working Days prior to the Issue Closing Date, i.e., by Friday, October 1, 2021 to enable the credit of their Rights Entitlements by way of transfer from the demat suspense escrow account to their demat account at least one day before the Issue Closing Date, to enable such Eligible Equity Shareholders to make an application in this Issue, and this communication shall serve as an intimation to such Eligible Equity Shareholders in this regard. Such Eligible Equity Shareholders are also requested to ensure that their demat account, details of which have been provided to the Company or the Registrar account is active to facilitate the aforementioned transfer. Eligible Equity Shareholders holding Equity Shares in physical form can update the details of their demat accounts on the website of the Registrar (i.e., [www.linkintime.co.in](http://www.linkintime.co.in)). Such Eligible Equity Shareholders can make an Application only after the Rights Entitlements is credited to their respective demat accounts.

Eligible Equity Shareholders can obtain the details of their Rights Entitlements from the website of the Registrar (i.e., [www.linkintime.co.in](http://www.linkintime.co.in)) by entering their DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN. The link for the same shall also be available on the website of our Company (i.e., [www.praxisretail.in](http://www.praxisretail.in)).

**PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNT DOES NOT, PER SE, ENTITLE THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY FOR DETAILS, SEE "PROCEDURE FOR APPLICATION" ON PAGE 166 OF THE LETTER OF OFFER.**

**NOTICE TO INVESTORS:**

No action has been or will be taken to permit this Issue in any jurisdiction where action would be required for that purpose. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the

Issue Materials may not be distributed in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Issue Materials will not constitute an offer in those jurisdictions in which it would be illegal to make such an offer, and, under those circumstances, the Issue Materials must be treated as sent for information only and should not be copied, redistributed or acted upon for subscription to Rights Equity Shares or the purchase of Rights Entitlements. Accordingly, persons receiving a copy of the Issue Materials should not, in connection with the issue of the Rights Entitlements or Rights Equity Shares, distribute or send such document in, into the United States or any other jurisdiction where to do so would, or might contravene local securities laws or regulations or would subject the Company, Lead Manager or their respective affiliates to any filing or registration requirement (other than in India). If Issue Materials is received by any person in any such jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Entitlement or Rights Equity Shares referred to in Issue Materials. Envelopes containing an Application Form should not be dispatched from any jurisdiction where it would be illegal to make an offer, and all persons subscribing for the Rights Equity Shares in this Issue must provide an Indian address.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the United States Securities Act, 1933, as amended ("Securities Act"), or any U.S. state securities laws and may not be offered, sold, resold or otherwise transferred within the United States of America or the territories or possessions thereof ("United States" or "U.S.") or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S under the Securities Act ("Regulation S"), except in a transaction exempt from the registration requirements of the Securities Act. The Rights Entitlements and Rights Equity Shares referred to in the Letter of Offer are being offered in India and in jurisdictions where such offer and sale of the Rights Equity Shares and / or Rights Entitlements are permitted under laws of such jurisdictions, but not in the United States. The offering to which the Letter of Offer, and the Abridged Letter of Offer relates is, not, and under no circumstances is to be construed as, an offering of any securities or rights for sale in the United States or as a solicitation therein of an offer to buy any of the said securities or rights.

Accordingly, the Letter of Offer/Abridged Letter of Offer, Rights Entitlement Letter and Application Form should not be forwarded to or transmitted in or into the United States of America at any time.

Neither our Company, nor any person acting on behalf of our Company, will accept a subscription or renunciation from any person, or the agent of any person, who appears to be, or who our Company, or any person acting on behalf of our Company has reason to believe is, in the United States of America when the buy order is made. No payments for subscribing for the Rights Equity Shares shall be made from US bank accounts and all persons subscribing for the Rights Equity Shares and wishing to hold such Rights Equity Shares in registered form must provide an address for registration of the Rights Equity Shares in India. Our Company is making this Issue on a rights basis to the Eligible Equity Shareholders and will dispatch the Letter of Offer or Abridged Letter of Offer and the Application Form only to Eligible Equity Shareholders who have provided an Indian address to our Company.

**We, the Registrar, the Lead Manager or any other person acting on behalf of us, reserve the right to treat as invalid any Application Form which: (i) does not include the certification set out in the Application Form to the effect that the subscriber does not have a registered address (and is not otherwise located) in the United States and is authorised to acquire the Rights Entitlements and the Rights Equity Shares in compliance with all applicable laws and regulations; (ii) appears to us or its agents to have been executed in, electronically transmitted from or dispatched from the United States; (iii) where a registered Indian address is not provided; or (iv) where we believe that Application Form is incomplete or acceptance of such Application Form may infringe applicable legal or regulatory requirements; and we shall not be bound to allot or issue any Rights Equity Shares in respect of any such Application Form.**

Rights Entitlements may not be transferred or sold to any person in the United States.

**LAST DATE FOR APPLICATION**

The last date for submission of the duly filled in the Application Form or a plain paper Application is Tuesday, October 5, 2021, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date). If the Application Form is not submitted with an SCSB, uploaded with the Stock Exchanges and the Application Money is not blocked with the SCSB or if the Application Form is not accepted at the R-WAP, on or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the heading, "Basis of Allotment" on page 182 of the Letter of Offer. Please note that on the Issue Closing Date, (i) the Applications through ASBA process will be uploaded until 5:00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges and (ii) the R-WAP facility will be available until 5:00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges.

**ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM**

**PLEASE NOTE THAT THE RIGHTS EQUITY SHARES APPLIED FOR IN THIS ISSUE CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH THE EQUITY SHARES ARE HELD BY SUCH INVESTOR ON THE RECORD DATE OR THE RIGHTS ENTITLEMENTS ARE HELD BY SUCH INVESTOR ON THE ISSUE CLOSING DATE, AS THE CASE MAY BE. FOR DETAILS, PLEASE SEE "ALLOTMENT ADVICE OR REFUND/ UNBLOCKING OF ASBA ACCOUNTS" ON PAGE 182 OF THE LETTER OF OFFER.**

**INVESTORS MAY PLEASE NOTE THAT THE EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGES ONLY IN DEMATERIALIZED FORM.**

**PLEASE NOTE THAT THE RIGHTS ENTITLEMENTS WHICH ARE NEITHER RENOUNCED NOR SUBSCRIBED BY THE INVESTORS ON OR BEFORE THE ISSUE CLOSING DATE SHALL LAPSE AND SHALL BE EXTINGUISHED AFTER THE ISSUE CLOSING DATE. THE LEAD MANAGER, THE REGISTRAR AND OUR COMPANY ACCEPT NO RESPONSIBILITY TO BEAR OR PAY ANY COST, APPLICABLE TAXES, CHARGES AND EXPENSES (INCLUDING BROKERAGE), AND SUCH COSTS WILL BE INCURRED SOLELY BY THE INVESTORS.**

**LISTING:** The existing Equity Shares of our Company are listed on BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE") (together, the "Stock Exchanges"). Our Company has received 'in-principle' approvals from BSE and NSE for listing the Rights Equity Shares to be allotted in the Issue through their letters dated August 30, 2021 and August 16, 2021, respectively. Our Company has received trading approvals from the Stock Exchanges for the Rights Entitlements as required under the SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020. BSE shall be the Designated Stock Exchange for the purpose of this Issue.

**DISCLAIMER CLAUSE OF SEBI:** It is to be distinctly understood that the submission of the Letter of Offer to SEBI should not, in any way be deemed or construed that the same has been cleared or approved by SEBI. The Investors are advised to refer to the Letter of Offer for the full text of disclaimer clause of the SEBI under the heading "Other Regulatory and Statutory Disclosures- Disclaimer Clause of SEBI" on page 149 of the Letter of Offer.

**DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE):** It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of disclaimer clause of the BSE Limited under the heading "Other Regulatory and Statutory Disclosures - Disclaimer Clause of BSE" on page 152 of the Letter of Offer.

**DISCLAIMER CLAUSE OF NSE:** It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the disclaimer Clause of NSE "Other Regulatory and Statutory Disclosures - Disclaimer Clause of NSE" on page 153 of the Letter of Offer.

**DISPATCH AND AVAILABILITY OF ISSUE MATERIALS:** In accordance with the SEBI ICDR Regulations, SEBI Rights Issue Circulars, our Company will send/dispatch at least three days before the Issue Opening Date, the Abridged Letter of Offer, the Entitlement Letter, Application Form and other issue material ("Issue Materials") only to the Eligible Equity Shareholders who have provided an Indian address to our Company and who are located in jurisdictions where the offer and sale of the Rights Entitlement or Rights Equity Shares is permitted under laws of such jurisdictions and does not result in and may not be construed as, a public offering in such jurisdictions. In case the Eligible Equity Shareholders have provided their valid e-mail address, the Issue Materials will be sent only to their valid e-mail address and in case the Eligible Equity Shareholders have not provided their e-mail address, then the Issue Materials will be dispatched, on a reasonable effort basis, to the India addresses provided by them.

Further, the Letter of Offer will be sent/dispatched, by the Registrar on behalf of our Company to the Eligible Equity Shareholders who have provided their Indian addresses and have made a request in this regard. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Letter of Offer will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions and in each case who make a request in this regard. In accordance with above, the dispatch of the Abridged Letter of Offer, the Rights Entitlement Letter, Application Form has been completed in electronic mode through email on September 15, 2021 and physically through speed post on September 16, 2021, by Registrar to the Issue. i.e. Link Intime India Private Limited to the Eligible Equity Shareholders of the Company, whose names appeared in the Register of Members/Beneficial Owners of the Company, on the Record date i.e. Wednesday, September 8, 2021.

Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Rights Equity Shares under applicable securities laws) on the websites of i) our Company at [www.praxisretail.in](http://www.praxisretail.in); ii) the Registrar at [www.linkintime.co.in](http://www.linkintime.co.in); iii) the Lead Manager at [www.vivro.net](http://www.vivro.net); iv) the Stock Exchange at [www.bseindia.com](http://www.bseindia.com); and v) the Registrar's web-based application platform at [www.linkintime.co.in](http://www.linkintime.co.in)

**OTHER IMPORTANT LINKS AND HELPLINE**

The Investors can visit following links for the below-mentioned purposes: a) Frequently asked questions and online / electronic dedicated investor helpline for guidance on the Application process and resolution of difficulties faced by the Investors: [www.linkintime.co.in](http://www.linkintime.co.in) b) Updation of Indian address / email address / mobile number in the records maintained by the Registrar or our Company: [www.linkintime.co.in](http://www.linkintime.co.in) c) Updation of demat account details by Eligible Equity Shareholders holding shares in physical form: [www.linkintime.co.in](http://www.linkintime.co.in) d) Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders: [praxis.rights@linkintime.co.in](http://praxis.rights@linkintime.co.in)

**BANKER TO THE ISSUE AND REFUND BANK:** RBL Bank Limited

**FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER/ ABRIDGED LETTER OF OFFER.**

Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
<p><b>VIVRO</b></p> <p><b>Vivro Financial Services Private Limited</b></p> <p>607/608 Marathon Icon, Opp. Peninsula Corporate Park, Off. Ganpatrao Kadam Marg, Veer Santaji Lane, Lower Parel, Mumbai - 400 013</p> <p><b>Telephone:</b> +91 22 6666 8040 / 41 / 42</p> <p><b>Email:</b> <a href="mailto:praxis.rights@vivro.net">praxis.rights@vivro.net</a>   <b>Website:</b> <a href="http://www.vivro.net">www.vivro.net</a></p> <p><b>Investor Grievance Email:</b> <a href="mailto:investors@vivro.net">investors@vivro.net</a></p> <p><b>Contact Person:</b> Yogesh Malpani</p> <p><b>SEBI Registration Number:</b> INM000010122</p>	<p><b>LINK Intime</b></p> <p><b>Link Intime India Private Limited</b></p> <p>C-101, 1st Floor, 247 Park, LBS Marg, Surya Nagar, Gandhi Nagar, Vikhroli (West), Mumbai - 400 083, Maharashtra, India.   <b>Telephone:</b> +91-22-4918 6200</p> <p><b>Email:</b> <a href="mailto:praxis.rights@linkintime.co.in">praxis.rights@linkintime.co.in</a></p> <p><b>Website:</b> <a href="http://www.linkintime.co.in">www.linkintime.co.in</a></p> <p><b>Investor Grievance Email:</b> <a href="mailto:praxis.rights@linkintime.co.in">praxis.rights@linkintime.co.in</a></p> <p><b>Contact Person:</b> Sumeet Deshpande</p> <p><b>SEBI Registration Number:</b> INR000004058</p>

**COMPANY SECRETARY AND COMPLIANCE OFFICER**

**Praxis Home Retail Limited**

**Smita Chowdhury**

iThink Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai 400 042, Maharashtra, India. | **Telephone:** +91 22 6882 4900 | **E-mail:** [investorrelations@praxisretail.in](mailto:investorrelations@praxisretail.in) | **Website:** [www.praxisretail.in](http://www.praxisretail.in)

*Investors may contact the Registrar or our Company Secretary & Compliance Officer for any pre-Issue or post-Issue related matter. All grievances relating to the ASBA process or R-WAP process may be addressed to the Registrar, with a copy to the SCSBs (in case of ASBA process), giving full details such as name, address of the Applicant, contact number(s), E-mail address of the sole/ first holder, folio number or demat account number, number of Rights Equity Shares applied for, amount blocked (in case of ASBA process) or amount debited (in case of R-WAP process), ASBA Account number and the Designated Branch of the SCSBs where the Application Form or the plain paper application, as the case may be, was submitted by the Investors along with a photocopy of the acknowledgement slip (in case of ASBA process), and copy of the e-acknowledgement (in case of R-WAP process). For details on the ASBA process and R-WAP process, see "Terms of the Issue" on page 157 of the Letter of Offer.*

**For Praxis Home Retail Limited**  
**Sd/-**  
**Smita Chowdhury**  
**Company Secretary & Compliance Officer**

**Date:** September 17, 2021  
**Place:** Mumbai

**Disclaimer:** Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer with the Securities and Exchange Board of India and Stock Exchanges. The Letter of Offer is available on the website of SEBI at [www.sebi](http://www.sebi.gov.in)

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www.freepressjournal.in

**वार्षिक सर्वसाधारण सभा नोटीस**

**मोहन समृद्धी नागरी सहकारी पतसंस्था**, या पतसंस्थेची १६ वी वार्षिक सर्वसाधारण सभा रविवार दिनांक २६/०९/२०२१ रोजी सकाळी १०.०० वाजता शासनाच्या परितंत्रकायुक्तार व्हिडीओ कॉन्फरन्स अथवा ओ ए व्हि एम द्वारे आयोजित करण्यात येणार आहे. तरी पतसंस्थेच्या सर्व सभासदांनी आपले व्हॉट्सअप असलेले मोबाईल नंबर २४ सप्टेंबर २०२१ पर्यंत पतसंस्थेच्या कार्यालयाला आपुनू द्यावेत. सभेची लिंक सभासदांना सभेपूर्वी व्हॉट्सअप किंवा मेसेजद्वारे देण्यात येईल.

तसेच ज्या सभासदांना पतसंस्थेचा सन २०२०-२०२१ या वर्षाच्या कामकाजाविषयी व्हिडीओवाटा प्रकाशविषयी माहिती हवी असेल त्यांनी कार्यालयात कार्यालयीन वेळेत संपर्क साधावा.

**ठिकाण : दादर, मुंबई**  
**दिनांक : २६/९/२०२१**  
**मोहन समृद्धी नागरी स.पत. मर्यादीत**  
**सह/ - वा. तु. गुरव**  
**मानद सचिव**

**बँक ऑफ बहोटा**  
**Bank of Baroda**

मोठे मोठी शाखा, सरला सॉफ्टवेअर पार्क, विजय नगर, मोठे मोठी रोड, अंधेरी पूर्व, मुंबई - ४०००५९

**शुद्धिपत्रक**

कृपया दिनांक ०९.०९.२०२१ रोजी पान क्र. २५ वर हमीदाराना सूचना या मधल्याखाली प्रिस्टिड झालेल्या सूचनेचा संदर्भ घ्यावा. या सूचनेमध्ये स्पष्टीकरणे नाव व पत्ता अनावधानाने म. ऑटोमॅटिड सॉल्यूशन्स प्रा. लि. व पत्ता येथे माव खानाबदल, जना मुंबई पुणे नॅशनल हायवे, बालाजी पेडलिंग पंग अवेड, खानाबदल, तालुका पंचवेल, नि. रंगमंड-४१०२०६, असा प्रिस्टिड झाला असून त्या वेळी श्री. मुहंमद सिंग अहोब आणि शोभाती. तद्विषय कोर अहोब व पत्ता बी-३०४ अमरावट सोप्टिस लि. जुळू सोबील लिंक रोड, अंधेरी पश्चिम, मुंबई - ४०००५३. असा वाचावा. इतर माजकूसर आठे तसा राहिल.

सह/ - प्राधिकृत अधिकारी बँक ऑफ बहोटा

**जाहीर नोटीस**

या नोटीसद्वारे तमाम सर्व लोकांस कळविण्यात येते कि, सिडको/नेना या पब्लिक अंदाजितेने मे. बांधकाम कन्स्ट्रक्शन अँड इन्फ्रास्ट्रक्चर प्रा. लि., यांना त्यांच्या मोजे वागदोली, तालुका पंचवेल, जि. रंगमंड येथील स.नं. ४०/१/१ व इतर या जमिनीवरील एकात्मिक नगर वसाहत प्रकल्पाच्या प्लॅन नं. आर३६० ०४ या प्लॅनवर ३७७ अधिक ३७७ रोड होमसेस (त्यांचे एकूण बांधकाम क्षेत्र १२६७३.९८ चौ. मी.) बांधण्यासाठी दाखला क्र. सिडको/नेना / पंचवेल/वागदोली/बीपी-००५२९/सीसी/२०२१/००९८ दि. ०६.०८.२०२१ व दाखला क्र. सिडको/नेना/पंचवेल/वागदोली/बीपी-००५३०/सीसी/२०२१/००९९ दि. ०६.०८.२०२१ अन्वये बांधकाम दाखले मंजूर केलेले आहेत. तसेच अधिकच्या प्लॅन नं. आर३६० ०४ या प्लॅनवर २२ अधिक २४ क्षेत्री डिटॅन्ड मंगले (त्यांचे एकूण बांधकाम क्षेत्र १०३९.६४ चौ. मी.) बांधण्यासाठी दाखला क्र. सिडको/नेना/पंचवेल/वागदोली/बीपी-००५३१/सीसी/२०२१/००९९ दि. ०६.०८.२०२१ व दाखला क्र. सिडको/नेना/पंचवेल/वागदोली/बीपी-००५३३/सीसी/२०२१/००९९ दि. ०६.०८.२०२१ अन्वये बांधकाम दाखले मंजूर केलेले आहेत. सद्य प्रकल्पासाठी आर्किटेक्ट म्हणून मे. हितेश सेठी अँड असोसिएट्स, पत्ता- तडम मजला, स्याती सोसायटी, प्लॅन नं. १, सेक्टर ५८ ए, पामबिक रोड, नेरळ, नवीमुंबई व कॉन्स्ट्रक्चर म्हणून मे.एच.अ-ब्रीक, पत्ता- शोप नं. १५०९, साप्रेस, अधिवाज गार्डन, प्लॅन नं. ३२, सेक्टर ५, खारखर, मजी मुंबई-४१०२१० यांना मंजूर केलेले आहेत. सदरच्या बांधकाम दाखलांच्या तपशील मे. बांधकाम कन्स्ट्रक्शन अँड इन्फ्रास्ट्रक्चर प्रा. लि., पत्ता- ३०९, प्लॅटोना, वांद्रा कुला कॉन्वेन्स, बांद्रा (पूर्व), मुंबई-४०००९८ या ठिकाणी उलवध असेल.

**जाहीर सूचना**

सूचना याद्वारे देण्यात येते की, माझे अशील श्री. आणि श्रीम. हस्तमिल जे. अंबावत यांचे कडून ३८०/३८२, जे. एस. एस. रोड, ६३, अमृतेश्वर सी.एच.एस. लि., ६वा मजला, मुंबई-४०० ००२ च्या संदर्भात पुढील मूळ विक्री करार यांचेला असेल त्यांनी कार्यालयात कार्यालयीन वेळेत संपर्क साधावा.

**ठिकाण : दादर, मुंबई**  
**दिनांक : २६/९/२०२१**  
**मोहन समृद्धी नागरी स.पत. मर्यादीत**  
**सह/ - वा. तु. गुरव**  
**मानद सचिव**

सूचना याद्वारे देण्यात येते की, माझे अशील श्री. आणि श्रीम. हस्तमिल जे. अंबावत यांचे कडून ३८०/३८२, जे. एस. एस. रोड, ६३, अमृतेश्वर सी.एच.एस. लि., ६वा मजला, मुंबई-४०० ००२ च्या संदर्भात पुढील मूळ विक्री करार यांचेला असेल त्यांनी कार्यालयात कार्यालयीन वेळेत संपर्क साधावा.

१९७८ रोजीचे कांतीला आनंदजी नुस्सा आणि मुयुक्ता शिखलाल संधी, ३) ३ मार्च, १९७९ रोजीचे मुयुक्ता शिखलाल आणि मूळीबाई अमृतालाल शाह, ह्या हक्किले आहे आणि सापडत नाही, आणि माझे अशील स्वाधिक पोलीस ठाण्यात वरील नमुद मूळ लोकीकरार न मिळण्याबाबत एक पोलीस तक्रार अगोदर नोंदविला आहे.

सर्व व्यक्ति सूचना वर मूळ विक्री लेखी करार च्या संदर्भात आणि वरील नमुद सदर परिसराचे संदर्भात भाग, भाग, विक्री, गहाण, भाडेघर, घासालीकार, पवाना, भेट, अदलाबल, विवस्त्र, भार, ताका बोझा बोझा कोणत्याही किंवा अन्यथा मागे कोणत्याही दवादा हक्क किंवा हक्क असल्यास त्याने त्याचा अशा दवादा ह्या सूचनेची प्रसिद्धीची तरावेतासु १४ दिवसांच्या आत सस प्रमाणित पुष्क्याही दस्तावेजासह लेखी स्वरूपात निम्नव्यतिरीकारांना कळविणे आवश्यक आहे, कसूर केल्यास, अशा व्यक्ति/ती चे दावे, वर असल्यास, सोडून दिला आणि/किंवा त्यागित केला असे मानण्यात येईल आणि माझे अशील वरील नमुद परिसराचे व्यवहार करण्यकारिता मोकला असेल.

**एम. डी. साठी अॅड कंपनी**  
 बकील उच्च न्यायालय  
 १५५, दादरसेड अंधारी लेन,  
 १५ मजला, खोली क्र. १६,  
 कावावारेदी रोड, मुंबई-४०० ००४  
 ठिकाण: मुंबई  
 दिनांक: १८.०९.२०२१

FORM G - INVITATION FOR EXPRESSION OF INTEREST (Under Regulation 36A (1) of the Insolvency and Bankruptcy (Insolvency Resolution Process for Corporate Persons) Regulations, 2016)	
<b>RELEVANT PARTICULARS</b>	
1. Name of the Corporate Debtor	Housing Development and Infrastructure Limited
2. Date of incorporation of corporate debtor	25th July, 1986
3. Authority under which corporate debtor is incorporated / registered	Registrar of Companies, Mumbai
4. Corporate identity number / Limited liability identification number of corporate debtor	CIN-L71000MH1996PLC101379
5. Address of the registered office and principal office (if any) of corporate debtor	9-01, HDIL Towers, Anant Kanekar Marg, Bandra (East), Mumbai - 400051, Maharashtra
6. Insolvency commencement date of the corporate debtor	Date of Hon'ble NCLT, Mumbai Bench Order: 20th August, 2019 Date of Receipt of Order: 26th August, 2019
7. Date of invitation of expression of interest	The expression of interest was originally invited on 16th February, 2020. The same was revised from time-to-time. The last date mentioned in the latest revised Form G for expression of interest was 31st July, 2020. No Resolution Plan was received from any of the eligible Prospective Resolution Applicant(s) (PRA). In the CoC meeting held on 8th September, 2021, (E-voting results declared on 16th September, 2021) It was decided by the CoC to re-run the process of inviting expression of interest for the entire Company (Corporate Debtor) as a going concern or with an option to submit resolution plan for one or more projects individually or jointly with other projects by way of demerger/restructuring or in any other manner permitted under the Code. Thus, the expression of interest is being issued again on 18th September, 2021, subject to approval of exclusion / extension / extra time for completion of CIRP by Hon'ble NCLT or other competent authority.
8. Eligibility for resolution applicants under section 25(2)(h) of the Code is available at	http://www.hdil.in/investor-relations/expression-of-interest/ or email to us on eo02.hdil@gmail.com
9. Norms of ineligibility applicable under section 29A are available at:	http://www.hdil.in/investor-relations/expression-of-interest/ or email to us on eo02.hdil@gmail.com
10. Last date for receipt of expression of interest	03rd October, 2021*
11. Date of issue of provisional list of prospective resolution applicants	06th October, 2021*
12. Last date for submission of objections to provisional list	11th October, 2021*
13. Date of issue of final list of prospective resolution applicants	16th October, 2021*
14. Date of issue of information memorandum, evaluation matrix and request for resolution plans to prospective resolution applicants	11th October, 2021*
15. Manner of obtaining request for resolution plan, evaluation matrix, information memorandum and further information	The PRA(s) shall be given access to the Virtual Data room platform containing the FRFP, Evaluation Matrix, Information Memorandum and further information on executing a Confidentiality Agreement with the Resolution Professional / Corporate Debtor. The PRA (s) are requested to send an email to eo02.hdil@gmail.com for the same.
16. Last date for submission of resolution plans	10th November, 2021
17. Manner of submitting resolution plans to resolution professional	Password protected pdf file containing Resolution Plan and relevant documents via email to eo02.hdil@gmail.com and physical copy of the same should be sent in a plain SEALED ENVELOPE marked to: Mr. Abhay N. Manudhane Resolution Professional of M/s Housing Development and Infrastructure Limited, 1204, Maker Chamber V, Nariman Point, Mumbai-400021.
18. Estimated date for submission of resolution plan to the Adjudicating Authority for approval	06th December, 2021*
19. Name and registration number of the resolution professional	Abhay Narayan Manudhane (IBBI/PA-001/IP-P00054/2017-2018/10128)
20. Name, Address and e-mail of the resolution professional, as registered with the Board	<b>Registered Address with IBBI: (NOT FOR COMMUNICATION)</b> Mr. Abhay Narayan Manudhane Four Bungalows, Andheri West, Mumbai - 400053, Registration Number: IBBI/PA-001/IP-P00054/2017-2018/10128 Email: anm@waterfallip.com
21. Address and email to be used for correspondence with the Resolution Professional	<b>FOR COMMUNICATION:</b> Mr. Abhay Narayan Manudhane, Address: 1204, Maker Chamber V, Jammaal Bajaj Road, Nariman Point, Mumbai - 400021 Email: eo02.hdil@gmail.com http://www.hdil.in/investor-relations/cirp/
22. Further details are available at or with	18th September, 2021
23. Date of publication of Form G	18th September, 2021

\* This Form - G is subject to the exclusion / extension/ extra time being granted by the Hon'ble National Company Law Tribunal ("NCLT") or competent authority with respect to period of corporate insolvency resolution process, application for which is being made.

The Resolution Professional further wishes to state and make it amply clear, that no extension in relation to any of the timelines as stated in Form "G" above shall be granted to any of the PRA(s) and no request for the same shall be entertained. In light of the aforesaid, the PRA(s) are requested to strictly adhere to the above mentioned timelines.

Abhay Narayan Manudhane  
 IBBI/PA-001/IP-P00054/2017-2018/10128  
 1204 Maker Chamber V, Jammaal Bajaj Road,  
 Nariman Point, Mumbai - 400021  
 For Housing Development and Infrastructure Limited  
 Date: 18-09-2021  
 Place: Mumbai

(This is an Advertisement for information purposes only and not for publication or distribution or release directly or indirectly outside India and is not an offer document announcement)

# PRAXIS HOME RETAIL LIMITED

Our Company was originally incorporated on January 31, 2011 under the Companies Act, 1956 as GRN Energy Private Limited with the Registrar of Companies, Maharashtra at Mumbai ("RoC"). Further, the name of our Company was changed to GRN Retail Private Limited and a fresh certificate of incorporation was issued on December 21, 2016 by RoC. Furthermore, the name of our Company was changed to Praxis Home Retail Limited and a fresh certificate of incorporation was issued on January 5, 2017 by RoC. Thereafter, our Company was converted to a public limited company and the name of our Company was changed to Praxis Home Retail Limited and a fresh certificate of incorporation was issued by the RoC on June 21, 2017. For details of change in name and registered office of our Company, see "General Information" on page 38 of the Letter of Offer dated September 9, 2021 ("Letter of Offer").

**Registered Office:** iThink Techno Campus, Jolly Board Tower D, Ground Floor, Kanjurmarg (East), Mumbai - 400 042, Maharashtra, India | **Telephone:** +91 22 6882 4900  
**Contact Person:** Smita Chowdhury, Company Secretary and Compliance Officer | **Email:** investorrelations@praxisretail.in | **Website:** www.praxisretail.in | **Corporate Identity Number:** L52100MH2011PLC212866

**OUR PROMOTERS: KISHORE BIYANI AND FUTURE CORPORATE RESOURCES PRIVATE LIMITED**

**NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF PRAXIS HOME RETAIL LIMITED  
(THE "COMPANY" OR "THE ISSUER") ONLY**

ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATION*	ISSUE CLOSES ON*
<b>TUESDAY, SEPTEMBER 21, 2021</b>	<b>THURSDAY, SEPTEMBER 30, 2021</b>	<b>TUESDAY, OCTOBER 5, 2021</b>

*\*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncers on or prior to the Issue Closing Date.*  
*\*Our Board or a duly authorised committee thereof will have the right to extend the Issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (Inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.*

**ISSUE OF UP TO 4,35,99,433 EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH ("RIGHTS EQUITY SHARES") OF THE COMPANY FOR CASH AT A PRICE OF ₹ 11.35 EACH (INCLUDING A SHARE PREMIUM OF ₹ 6.35 PER RIGHTS EQUITY SHARE) ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT UP TO ₹ 4,948.54 LAKHS\* ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 11 (ELEVEN) RIGHTS EQUITY SHARES FOR EVERY 8 (EIGHT) FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON WEDNESDAY, SEPTEMBER 8, 2021. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 157 OF THE LETTER OF OFFER.**

**\*Assuming full subscription**

**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, investors can avail the same. For further details read section on ASBA below*

**FACILITIES FOR APPLICATION IN THIS ISSUE:**

In accordance with Regulation 76 of the SEBI ICDR Regulations, SEBI Rights Issue Circulars and subject to the conditions prescribed under the SEBI circular CIR/CFD/DIL/ASBA/1/2009/30/12 dated December 30, 2009 and SEBI circular CIR/CFD/DIL/1/2011 dated April 29, 2011 (together the "ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use either the ASBA process or the optional mechanism instituted only for resident Investors in this Issue, i.e., R-WAP. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA or using the R-WAP. For details, please see "Procedure for Application through the ASBA Process" and "Procedure for Application through R-WAP facility" on page 168 and 168 of the Letter of Offer.

**(a) ASBA facility:** Investors can submit either the Application Form in physical mode to the Designated Branch of the SCSSBs or online/electronic Application through the website of the SCSSBs (if made available by such SCSSB) authorizing the SCSSB to block the Application Money in their respective ASBA Account maintained with the SCSSB. Application through ASBA facility in electronic mode will only be available with such SCSSBs who provide such facility. Investors should note that the ASBA process involves procedures that are different from the procedure under the R-WAP process. Investors applying through the ASBA facility should carefully read the provisions applicable to such Applications before making their Application through the ASBA process. For details, please see "Procedure for Application through the ASBA Process" on page 168 of the Letter of Offer.

Please note that subject to SCSSBs complying with the requirements of SEBI Circular CIR/CFD/DIL/13/2012 dated September 25, 2012, within the periods stipulated therein, Applications may be submitted at the Designated Branches of the SCSSBs. Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSSBs on their own account using ASBA facility, each such SCSSB should have a separate account in its own name with any other SEBI registered SCSSB(s). Such account shall be used solely for the purpose of making an Application in this Issue and clear demarcated funds should be available in such account for such Application.

**(b) Registrar's Web-based Application Platform (R-WAP):** In accordance with the R-WAP Circulars, a separate webbased application platform, i.e., the R-WAP facility (accessible at www.linkintime.co.in), has been instituted for making an Application in this Issue by resident Investors. Further, R-WAP is only an additional option and not a replacement of the ASBA process. At the R-WAP resident investors can access and submit the online Application Form in electronic mode using the R-WAP and make online payment using their internet banking or UPI facility from their own bank account therat. Prior to making an Application, such Investors should enable the internet banking or UPI facility from their respective bank accounts and such Investors should ensure that the respective bank accounts have sufficient funds.

**PLEASE NOTE THAT ONLY RESIDENT INVESTORS CAN SUBMIT AN APPLICATION USING R-WAP FACILITY. R-WAP FACILITY WILL BE OPERATIONAL FROM THE ISSUE OPENING DATE. FOR RISKS ASSOCIATED WITH THE R-WAP PROCESS, PLEASE SEE "RISK FACTORS - THE R-WAP PAYMENT MECHANISM FACILITY PROPOSED TO BE USED FOR THIS ISSUE MAY BE EXPOSED TO RISKS, INCLUDING RISKS ASSOCIATED WITH PAYMENT GATEWAYS" ON PAGE 35 OF THE LETTER OF OFFER.**

For guidance on the Application process through R-WAP and resolution of difficulties faced by the Investors, the Investors are advised to carefully read the frequently asked questions or call helpline number (+91 22 4918 6200). For details, please see "Procedure for Application through R-WAP" on page 168 of the Letter of Offer.

**PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS**

An investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with an SCSSB, prior to making the Application Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSSB or online/electronic Application through the website of the SCSSBs (if made available by such SCSSB) for authorising such SCSSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application.

**Self-certified Syndicate Banks**

For the list of banks which have been notified by SEBI to act as SCSSBs for the ASBA process, refer to https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmid=34. For details on Designated Branches of SCSSBs collecting the Application Form, refer the above-mentioned link.

**APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS:**

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper, in case of non-receipt of Application Form through e-mail or physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSSB for authorising such SCSSB to block Application Money in the said bank account maintained with the same SCSSB. **Applications on plain paper will not be accepted from any address outside India.** Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently. **PLEASE NOTE THAT APPLICATION ON PLAIN PAPER CANNOT BE SUBMITTED THROUGH R-WAP FACILITY.**

The application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his bank, must reach the office of the Designated Branch of the SCSSB before the Issue Closing Date and should contain the following particulars:

1) Name of our Company, being Praxis Home Retail Limited; 2) Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository); 3) Registered Folio Number/DP and Client ID No.; 4) Number of Equity Shares held as on Record Date; 5) Allotment option - only dematerialised form; 6) Number of Rights Equity Shares entitled to; 7) Number of Rights Equity Shares applied for within the Rights Entitlements; 8) Number of additional Rights Equity Shares applied for, if any; 9) Total number of Rights Equity Shares applied for; 10) Total application amount paid at the rate of ₹ 11.35 per Rights Equity Share; 11) Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSSB; 12) In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address and branch of the SCSSB with which the account is maintained; 13) Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue; 14) Authorisation to the Designated Branch of the SCSSB to block an amount equivalent to the Application Money in the ASBA Account; 15) Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSSB); and 16) Additionally, all such Applicants are deemed to have accepted the following: "I/We understand that neither the Rights Entitlement nor the Equity Shares have been, or will be, registered under the United States Securities Act of 1933, as amended (the "US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the "United States") except in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act. I/We understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering of any Equity Shares or Rights Entitlement for sale in the United States, or as a solicitation therein of an offer to buy any of the said Equity Shares or Rights Entitlement in the United States. Accordingly, I/We understand that this application should not be forwarded to or transmitted in or to the United States at any time. I/We understand that none of the Company, the Registrar, the Lead Manager or any other person acting on behalf of the Company will accept subscriptions from any person, or the agent of any person, who appears to be, or who we, the Registrar, the Lead Manager or any other person acting on behalf of the Company has reason to believe is in the United States, or if such person is outside India and the United States, such person is not a corporate shareholder, or is ineligible to participate in the Issue under the securities laws of their jurisdiction. I/We will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation except under circumstances that will result in compliance with any applicable laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of our residence. I/We understand and agree that the Rights Entitlement and Equity Shares may not be reoffered, resold, pledged or otherwise transferred except in an offshore transaction in compliance with Regulation S under the US Securities Act ("Regulation S"), or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act. I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States, and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of Regulation S. I/We acknowledge that the Company, the Lead Manager, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements."

**CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS**

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of LEPP authority; or (c) the demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (e) credit of the Rights Entitlements returned/reversed/failed; (f) the ownership of the Equity Shares currently under dispute, including any court proceedings; or (g) Eligible Equity Shareholders who have not provided their Indian addresses.

Eligible Equity Shareholders, whose Rights Entitlements are credited in demat suspense escrow account opened by our Company, are requested to provide relevant details (such as copies of self-attested PAN and client master sheet of demat account etc., details/ records confirming the legal and beneficial ownership of their respective Equity Shares) to the Company or the Registrar not later than two Working Days prior to the Issue Closing Date, i.e., by Friday, October 1, 2021 to enable the credit of their Rights Entitlements by way of transfer from the demat suspense escrow account to their demat account at least one day before the Issue Closing Date, to enable such Eligible Equity Shareholders to make an application in this Issue, and this communication shall serve as an intimation to such Eligible Equity Shareholders in this regard. Such Eligible Equity Shareholders are also requested to ensure that their demat account, details of which have been provided to the Company or the Registrar account is active to facilitate the aforementioned transfer. Eligible Equity Shareholders holding Equity Shares in physical form can update the details of their demat accounts on the website of the Registrar (i.e., www.linkintime.co.in). Such Eligible Equity Shareholders can make an Application only after the Rights Entitlements is credited to their respective demat accounts.

Eligible Equity Shareholders can obtain the details of their Rights Entitlements from the website of the Registrar (i.e., www.linkintime.co.in) by entering their DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form) and PAN. The link for the same shall also be available on the website of our Company (i.e., www.praxisretail.in).

**PLEASE NOTE THAT CREDIT OF THE RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS DOES NOT, PER SE, ENTITLE THE INVESTORS TO THE RIGHTS EQUITY SHARES AND THE INVESTORS HAVE TO SUBMIT APPLICATION FOR THE RIGHTS EQUITY SHARES ON OR BEFORE THE ISSUE CLOSING DATE AND MAKE PAYMENT OF THE APPLICATION MONEY. FOR DETAILS, SEE "PROCEDURE FOR APPLICATION" ON PAGE 166 OF THE LETTER OF OFFER.**

**NOTICE TO INVESTORS:**

No action has been or will be taken to permit this Issue in any jurisdiction where action would be required for that purpose. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the

Issue Materials may not be distributed in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Issue Materials will not constitute an offer in those jurisdictions in which it would be illegal to make such an offer, and, under those circumstances, the Issue Materials must be treated as sent for information only and should not be copied, redistributed or acted upon for subscription to Rights Equity Shares or the purchase of Rights Entitlements. Accordingly, persons receiving a copy of the Issue Materials should not, in connection with the issue of the Rights Entitlements or Rights Equity Shares, distribute or send such document in, into the United States or any other jurisdiction where to do so would, or might contravene local securities laws or regulations or would subject the Company, Lead Manager or their respective affiliates to any filing or registration requirement (other than in India). If Issue Materials is received by any person in any such jurisdiction, or by their agent or nominee, they must not seek to subscribe to the Rights Entitlements or Rights Equity Shares referred to in Issue Materials. Envelopes containing an Application Form should not be dispatched from any jurisdiction where it would be illegal to make an offer, and all persons subscribing for the Rights Equity Shares in this Issue must provide an Indian address.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the United States Securities Act, 1933, as amended ("Securities Act"), or any U.S. state securities laws and may not be offered, sold, resold or otherwise transferred within the United States of America or the territories or possessions thereof ("United States" or "U.S.") or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S under the Securities Act ("Regulation S"), except in a transaction exempt from the registration requirements of the Securities Act. The Rights Entitlements and Rights Equity Shares referred to in the Letter of Offer are being offered in India and in jurisdictions where such offer and sale of the Rights Equity Shares and / Or Rights Entitlements are permitted under laws of such jurisdictions, but not in the United States. The offering to which the Letter of Offer, and the Abridged Letter of Offer relates is not, and under no circumstances is to be construed as, an offering of any securities or rights for sale in the United States or as a solicitation therein of an offer to buy any of the said securities or rights.

Accordingly, the Letter of Offer/Abridged Letter of Offer, Rights Entitlement Letter and Application Form should not be forwarded to or transmitted in or into the United States at any time.

Neither our Company, nor any person acting on behalf of our Company, will accept a subscription or renunciation from any person, or the agent of any person, who appears to be, or who our Company, or any person acting on behalf of our Company has reason to believe is, in the United States of America when by their order is made. No payments for subscribing for the Rights Equity Shares shall be made from US bank accounts and all persons subscribing for the Rights Equity Shares and wishing to hold such Rights Equity Shares in registered form must provide an address for registration of the Rights Equity Shares in India. Our Company is making this Issue on a rights basis to the Eligible Equity Shareholders and will dispatch the Letter of Offer or Abridged Letter of Offer and the Application Form only to Eligible Equity Shareholders who have provided an Indian address to our Company.

**We, the Registrar, the Lead Manager or any other person acting on behalf of us, reserve the right to treat as invalid any Application Form which: (i) does not include the certification set out in the Application Form to the effect that the subscriber does not have a registered address (and is not otherwise located) in the United States and is authorised to acquire the Rights Entitlements and the Rights Equity Shares in compliance with all applicable laws and regulations; (ii) appears to us or its agents to have been executed in, electronically transmitted from or dispatched from the United States; (iii) where a registered Indian address is not provided; or (iv) where we believe that Application Form is incomplete or acceptance of such Application Form may infringe applicable legal or regulatory requirements; and we shall not be bound to allot or issue any Rights Equity Shares in respect of any such Application Form.**

Rights Entitlements may not be transferred or sold to any person in the United States.

**LAST DATE FOR APPLICATION**

The last date for submission of the duly filled in the Application Form or a plain paper Application is Tuesday, October 5, 2021, i.e., Issue Closing Date. Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date). If the Application Form is not submitted with an SCSSB, uploaded with the Stock Exchanges and the Application Money is not blocked with the SCSSB or if the Application Form is not accepted at the R-WAP or before the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the heading, "Basis of Allotment" on page 182 of the Letter of Offer. Please note that on the Issue Closing Date, (i) the Applications through ASBA process will be uploaded until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges and (ii) the R-WAP facility will be available until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the Stock Exchanges.

**ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM**

**PLEASE NOTE THAT THE RIGHTS EQUITY SHARES APPLIED FOR IN THIS ISSUE CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH THE EQUITY SHARES ARE HELD BY SUCH INVESTOR ON THE RECORD DATE OR THE RIGHTS ENTITLEMENTS ARE HELD BY SUCH INVESTOR ON THE ISSUE CLOSING DATE, AS THE CASE MAY BE. FOR DETAILS, PLEASE SEE "ALLOTMENT ADVICE OR REFUND/ UNBLOCKING OF ASBA ACCOUNTS" ON PAGE 182 OF THE LETTER OF OFFER.**

**INVESTORS MAY PLEASE NOTE THAT THE EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGES ONLY IN DEMATERIALIZED FORM.**

**PLEASE NOTE THAT THE RIGHTS ENTITLEMENTS WHICH ARE NEITHER RENOUNCED NOR SUBSCRIBED BY THE INVESTORS ON OR BEFORE THE ISSUE CLOSING DATE SHALL LAPSE AND SHALL BE EXTINGUISHED AFTER THE ISSUE CLOSING DATE. THE LEAD MANAGER, THE REGISTRAR AND OUR COMPANY ACCEPT NO RESPONSIBILITY TO BEAR OR PAY ANY COST, APPLICABLE TAXES, CHARGES AND EXPENSES (INCLUDING BROKERAGE), AND SUCH COSTS WILL BE INCURRED SOLELY BY THE INVESTORS.**

**LISTING:** The existing Equity Shares of our Company are listed on BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE") (together, the "Stock Exchanges"). Our Company has received "in-principle" approvals from BSE and NSE for listing the Rights Equity Shares to be allotted in the Issue through their letters dated August 30, 2021 and August 16, 2021, respectively. Our Company has received trading approvals from the Stock Exchanges for the Rights Entitlements as required under the SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020. BSE shall be the Designated Stock Exchange for the purpose of this Issue.

**DISCLAIMER CLAUSE OF SEBI:** It is to be distinctly understood that the submission of the Letter of Offer to SEBI should not, in any way be deemed or construed that the same has been cleared or approved by SEBI. The Investors are advised to refer to the Letter of Offer for the full text of disclaimer clause of the SEBI under the heading "Other Regulatory and Statutory Disclosures - Disclaimer Clause of SEBI" on page 149 of the Letter of Offer.

**DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE):** It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of disclaimer clause of the BSE Limited under the heading "Other Regulatory and Statutory Disclosures - Disclaimer Clause of BSE" on page 152 of the Letter of Offer.

**DISCLAIMER CLAUSE OF NSE:** It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of the disclaimer Clause of NSE "Other Regulatory and Statutory Disclosures - Disclaimer Clause of NSE" on page 153 of the Letter of Offer.

**DISPATCH AND AVAILABILITY OF ISSUE MATERIALS:** In accordance with the SEBI ICDR Regulations, SEBI Rights Issue Circulars, our Company will send/dispatch at least three days before the Issue Opening Date, the Abridged Letter of Offer, the Entitlement Letter, Application Form and other issue material ("Issue Materials") only to the Eligible Equity Shareholders who have provided an