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(Please scan this QR code to view the RHP)



# ELECTRONICS MART INDIA LIMITED

Our Company was originally formed as a sole proprietorship under the name of 'M/s Bajaj Electronics' at Hyderabad in 1990 and it was converted into a partnership firm under the name of 'M/s Bajaj Electronics' ('Bajaj Electronics') pursuant to partnership deed dated March 26, 2011, and was registered under the Indian Partnership Act, 1932 with the Registrar of Firms, Hyderabad (South) on April 13, 2011. Pursuant to the deed of partnership dated July 31, 2017, constitution of 'M/s Bajaj Electronics' was modified to admit new partners and a memorandum acknowledging receipt of documents for change in constitution of partnership was issued by Registrar of Firms, Hyderabad (South), on August 2, 2017. 'M/s Bajaj Electronics' was thereafter converted into a public limited company under the Companies Act, 2013 with the name Electronics Mart India Limited pursuant to certificate of incorporation issued by Central Registration Centre, Registrar of Companies dated September 10, 2018. For details in relation to change in name of our Company, see 'History and Certain Corporate Matters' on page 185 of the red herring prospectus of the Company dated September 23, 2022 filed with the RoC ('RHP' or 'Red Herring Prospectus').

Registered Office: D. No. 9-1-01, Shop No. 10, Ground Floor, Next to Telephone Shaver, Secretariat Road, Salabat, Hyderabad - 500 004, Telangana, India. Tel: +91 40-2324 2512;  
Corporate Office: 6-3-866A1 to 7, 3<sup>rd</sup> and 4<sup>th</sup> Floors, Opposite NIMS Hospital, Pur Jagulla Main Road, Hyderabad - 500 082 Telangana, India. Tel: +91 40 2323 0244; Contact Person: Rajiv Kumar, Company Secretary and Compliance Officer; Tel: +91 40 4875 1125  
E-mail: [ca@bajajelectronics.in](mailto:ca@bajajelectronics.in); Website: [www.electronicmartindia.com](http://www.electronicmartindia.com); Corporate Identity Number: U52905TG2018PLC12655G

## OUR PROMOTERS: PAVAN KUMAR BAJAJ AND KARAN BAJAJ

INITIAL PUBLIC OFFERING OF UP TO [●] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF ELECTRONICS MART INDIA LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) ("ISSUE PRICE") AGGREGATING UP TO ₹ 5,000 MILLION (THE "ISSUE"). THE ISSUE WOULD CONSTITUTE [●] % OF OUR POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF THE COMPANY.

**QIB Portion: Not more than 50% of the Issue | Non-Institutional Portion: Not less than 15% of the Issue**  
**Retail Portion: Not less than 35% of the Issue**

**PRICE BAND: ₹ 56 TO ₹ 59 PER EQUITY SHARE OF FACE VALUE OF ₹ 10 EACH**  
**THE FLOOR PRICE IS 5.6 TIMES THE FACE VALUE OF THE EQUITY SHARES**  
**THE CAP PRICE IS 5.9 TIMES THE FACE VALUE OF THE EQUITY SHARES**  
**BIDS CAN BE MADE FOR A MINIMUM OF 254 EQUITY SHARES AND**  
**IN MULTIPLES OF 254 EQUITY SHARES THEREAFTER**

### Risks to Investors:

- The Issue Price, market capitalization to revenue from operations multiple and price to earnings ratio based on the Issue Price of our Company may not be indicative of the market price of the Company on listing or thereafter.

Particulars	Fiscal 2022
Revenue from operations	₹ 43,493.16 million
Profit after tax	₹ 1,038.91 million
Market capitalization to revenue from operations at the upper end of Price Band (number of times)	0.52
Price to Earnings Ratio (based on diluted EPS as of March 31, 2022) at the upper end of Price Band (number of times)	17.05

- The weighted average cost of acquisition of all Equity Shares transacted in the three years and one year preceding the date of the Red Herring Prospectus is as follows:

Period	Weighted Average Cost of Acquisition (in ₹)*	Cap Price (₹ 59) is 'X' times the Weighted Average Cost of Acquisition*	Range of acquisition price: lowest price-highest price (in ₹)*
Last three years preceding the date of the Red Herring Prospectus	NIL	NIL	NIL
Last one year preceding the date of the Red Herring Prospectus	NIL	NIL	NIL

\*As certified by Komandoor & Co LLP Chartered Accountants, by way of their certificate dated September 27, 2022.

- Average cost of acquisition of Equity Shares held by the Promoters is ₹ 10 per Equity Share and Issue Price at upper end of the Price Band is ₹ 59 per Equity Share.
- The three BRLMs associated with the Issue have handled 53 public issues in the past three years, out of which 16 issues closed below the offer price on listing date.

**BID/ISSUE PROGRAMME**

**ANCHOR INVESTOR BIDDING DATE: MONDAY, OCTOBER 3, 2022\***

**BID/ISSUE OPENS ON TUESDAY, OCTOBER 4, 2022\***

**BID/ISSUE CLOSURES ON FRIDAY, OCTOBER 7, 2022\***

\*The Anchor Investor Bidding Date shall be one Working Day prior to the Bid Issue Opening Date.  
\*UPI Mandate end time and date shall be at 5:00 p.m. IST on Friday, October 7, 2022.

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Corporate Office: 6-3-665A1 to 7, 3<sup>rd</sup> and 4<sup>th</sup> Floors, Opposite NIMS Hospital, Purjagutta Main Road, Hyderabad - 500 082 Telangana, India; Tel: +91 40 2323 0244; Contact Person: Rajiv Kumar, Company Secretary and Compliance Officer; Tel: +91 40 4875 1125  
E-mail: cs@bajajelectronics.in; Website: www.electronicmartindia.com; Corporate Identity Number: U52605TG2018PLC126093

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