THIS IS A ONLY A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES.

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

PRARUH TECHNOLOGIES LIMITED

CIN- U72900UP2019PLC123393

Our Company was originally incorporated as a Private Limited Company under the name of "Praruh Private Limited" on November 15, 2019 under the provisions of the Companies Act, 2013 with the Registrar of Companies, Kanpur. Further, name of our Company was changed from "Praruh Private Limited" to "Praruh Technologies Private Limited" and a fresh Certificate of Incorporation pursuant to change in name of the Company dated March 22, 2024 was issued by the Registrar of Companies, Kanpur. Subsequently our Company was converted into Public Limited and a fresh Certificate of Incorporation pursuant to conversion into public limited dated June 27, 2024 issued by the Registrar of Companies, Central Processing Centre. *For further details please refer to chapter titled* ***"History and certain Corporate matters"*** *beginning on page 145 of the Red Herring Prospectus.*

praruh
DRIVING TECHNOLOGY

Registered Office: A-58, Sector -6, NOIDA, Gautam Budh Nagar, Uttar Pradesh – 201301
Tel No: +911203583845|| **E-mail id:** compliance@praruh.in; ||**Website:** www.praruh.in
Contact Person: Ms. Geeta Kumari, Company Secretary and Compliance Officer || **CIN:** U72900UP2019PLC123393

PROMOTERS OF OUR COMPANY: MR. VISHAL PRAKASH, MR. AMAR DEEP SHARMA AND MR. RAHUL SHARMA

"The Issue is being made in accordance with Chapter IX of the SEBI ICDR Regulations (IPO of Small and Medium Enterprises) and the Equity Shares are proposed to be listed on the SME Platform of BSE Limited ("BSE-SME").

THE ISSUE

INITIAL PUBLIC ISSUE OF UPTO 37,30,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH OF PRARUH TECHNOLOGIES LIMITED ("PTL" OR THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹[●] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[●] PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO ₹[●] LAKHS ("THE ISSUE"), OF WHICH 1,88,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹[●] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[●] PER EQUITY SHARE AGGREGATING TO ₹[●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS THE MARKET MAKER RESERVATION PORTION i.e. NET ISSUE OF 35,42,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH AT A ISSUE PRICE OF ₹[●] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[●] PER EQUITY SHARE AGGREGATING TO ₹[●] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.78% AND 25.44% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

IN TERMS OF RULE 19(2)(b) OF THE SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED, THIS IS AN ISSUE FOR AT LEAST 25% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THIS ISSUE IS A BOOK BUILT ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 253 OF SEBI (ICDR) REGULATIONS, AS AMENDED. FOR FURTHER DETAILS, PLEASE REFER *"ISSUE PROCEDURE"* ON PAGE 246 OF THE RED HERRING PROSPECTUS.

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH
PRICE BAND: ₹60 TO ₹63 PER EQUITY SHARE OF FACE VALUE OF ₹10/- EACH
THE FLOOR PRICE IS 6.0 TIMES THE FACE VALUE AND CAP PRICE IS 6.3 TIMES THE FACE VALUE OF EQUITY SHARES
THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FINANCIAL YEAR ENDED ON MARCH 31, 2025 AT THE FLOOR PRICE IS 9.02 TIMES AND AT THE CAP PRICE IS 9.47 TIMES.

THIS OFFER IS BEING MADE IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS"), AS AMENDED. IN TERMS OF RULE 229 (2) OF THE SECURITIES CONTRACTS (REGULATION) RULES, 1957, FOR FURTHER DETAILS, SEE "ISSUE STRUCTURE" ON PAGE NO. 242 OF THE RED HERRING PROSPECTUS.

BIDS CAN BE MADE FOR A MINIMUM OF 4000 EQUITY SHARES AND IN MULTIPLES OF 2000 EQUITY SHARES THEREAFTER

BRIEF DESCRIPTION OF THE BUSINESS OF THE COMPANY

Our Company was originally incorporated as a Private Limited Company under the name of "Praruh Private Limited" on November 15, 2019 under the provisions of the Companies Act, 2013 with the Registrar of Companies, Central Registration Centre. Further pursuant to a resolution passed by our shareholders at extra ordinary general meeting held on February 15, 2024, name of our Company was changed from "Praruh Private Limited" to "Praruh Technologies Private Limited" and a fresh Certificate of Incorporation pursuant to change in name of the Company dated March 22, 2024 was issued by the Registrar of Companies, Central Registration Centre. Subsequently our Company was converted into Public Limited pursuant to resolution passed by our shareholders at extra ordinary general meeting held on March 22, 2024 and a fresh Certificate of Incorporation pursuant to conversion into public limited dated June 27, 2024 issued by the Registrar of Companies, Central Processing Centre.

Product/Service Offering

Our company offers a comprehensive range of System Integration services, delivering end-to-end IT solutions that encompass hardware, networking, and software implementations. Our expertise spans across System Integration, IT Consultancy, Security Solution, Networking Solution, Data Centre Solution, IT Training, and a variety of specialized services including Enterprise Network Services, Campus Network Solutions, EMS/NMS (Element Management System/Network Management System), Unified Communication Services, Audio and Video Automations, Surveillance (CCTV Solutions), Carrier Grade Network Solutions, Wi-Fi Solutions, and MPLS (Multiprotocol Label Switching) Services.

For more details, please refer chapter titled ***"Our Business"*** beginning on page 117 of this Red Herring Prospectus.

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED. FOR THE PURPOSE OF THE ISSUE, BSE LIMITED SHALL BE THE DESIGNATED STOCK EXCHANGE.

FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "ISSUE PROCEDURE" BEGINNING ON PAGE 246 OF THE RED HERRING PROSPECTUS. A COPY OF THE RED HERRING PROSPECTUS HAS BEEN DELIVERED FOR REGISTRATION TO THE REGISTRAR OF COMPANIES, KANPUR AS REQUIRED UNDER SECTION 26 OF THE COMPANIES ACT, 2013.

ALLOCATION OF THE ISSUE

QIB PORTION	NOT MORE THAN 50% OF THE NET ISSUE	NON-INSTITUTIONAL PORTION	NOT LESS THAN 15% OF THE NET ISSUE
INDIVIDUAL INVESTOR PORTION	NOT LESS THAN 35% OF THE NET ISSUE	MARKET MAKER PORTION	1,88,000 EQUITY SHARES OR 5.04% OF THE NET ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE ISSUE, INLCUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE ISSUE AVAILABLE IN ANY MANNNER.

The above provided price band is justified based on quantitative factors/KPIs as disclosed in the ***"Basis for Issue Price"*** chapter beginning on page 84 of the Red Herring Prospectus vis-à-vis the Weighted Average Cost of Acquisition (WACA) of primary and secondary transaction(s) as applicable disclosed in the ***"Basis for Issue Price"*** chapter beginning on page no. 84 of the Red Herring Prospectus and provided below in the advertisement.

ISSUE PROGRAMME	ANCHOR BID OPENS ON: TUESDAY, SEPTEMBER 23, 2025	ISSUE OPENS ON: WEDNESDAY, SEPTEMBER 24, 2025	ISSUE CLOSES ON: FRIDAY, SEPTEMBER 26, 2025

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 check section on ASBA below.	MANDATORY IN PUBLIC ISSUES FROM JANUARY 01, 2016. NO CHEQUE WILL BE ACCEPTED.

UNIFIED PAYMENTS INTERFACE

UPI-Now available in ASBA for Individual Investors ("IIs") **

Investors are required to ensure that the bank account used for bidding is linked to their PAN.

UPI – Now available in ASBA for Individual Investors applying through Registered Brokers, DPs & RTA. Individual Investors also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, Demat and bank account.

**ASBA has to be availed by all the investors except Anchor Investors (if any). UPI may be availed by IIs.*
For details on the ASBA and UPI process, please refer to the details given in ASBA Form and Abridged Prospectus and also please refer to the section ***"Issue Procedure"*** *beginning on page 246 of the Red Herring Prospectus. The process is also available on the website of SEBI and Stock Exchanges in the General information Document. ASBA Forms can be downloaded from the website of SME Platform of BSE ("BSE" or "Stock Exchange") and can be obtained from the list of banks that is displaying on website of SEBI at www.sebi.gov.in.*
*** List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. For the list of UPI Apps and Banks live on IPO, please refer to the link: www.sebi.gov.in. ICICI Bank Limited has been appointed as Sponsor Bank for the Issue in accordance with the requirements of the SEBI Circular dated November 1, 2018, as amended.*

RISK TO INVESTORS

1. **SUMMARY DESCRIPTION OF KEY RISK FACTORS BASED ON MATERIALITY**
   - Substantial portion of our revenue has been dependent upon our few customers. The loss of any one or more of our major clients would have a material effect on our business operations and profitability.
   - Our business, growth prospects and financial performance largely depends on our ability to obtain new contracts, and there is no assurance that we will be able to procure new contracts.
   - Tender are typically awarded to us on satisfaction of prescribed pre- qualification criteria and following a competitive bidding process. Our business and our financial condition may be adversely affected if new projects are not allotted to us.
   - We depend on third parties for the supply of finished goods or products and do not have firm commitments for supply or exclusive arrangements with any of our suppliers. Loss of suppliers may have an adverse effect on our business, results of operations and financial condition.
   - Our Company is a party to certain tax proceedings. Any adverse decision in such proceedings may have a material adverse effect on our business, results of operations and financial condition.
2. **DETAILS OF SUITABLE RATIOS**

a) **Basic and Diluted Earnings / (Loss) Per Share ("EPS") as per AS 20**

Financial Year	Basic & Diluted EPS/(in ₹)	Weights
2024-25	6.65	3
2023-24	6.37	2
2022-23	3.41	1
Weighted Average	6.02	

Notes:
1. *The ratios have been computed as under:*
   - *Basic and diluted EPS: profit for the year attributable to equity shareholders of the Company divided by total weighted average number of equity shares outstanding during the period. Basic and diluted EPS are computed in accordance with AS 20 – Earnings per share post the bonus issue in current financial year;*
   - *Weighted average = Aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. (EPS x Weight) for each year/Total of weights.*

b) **Price Earning (P/E) Ratio in relation to the Issue Price of ₹60/- to ₹63/- per Equity Share of Face Value of ₹10/- each fully paid up.**

Particulars	P/E at the Floor Price (₹60/-) (no. of times)	P/E at the Cap Price ₹63/-(no. of times)
P/E Ratio based on the Basic & Diluted EPS of ₹6.65 /- for the period ending March 31, 2025	9.02	9.47
P/E ratio based on the Weighted Average Basic EPS of ₹6.02/- *	9.96	10.46

a) **Return on Net worth (RoNW)**

Period	RoNW (%)	Weights
2024-25	46.08	3
2023-24	80.41	2
2022-23	58.93	1
Weighted Average	59.66	

Notes:
The RoNW has been computed by dividing net profit after tax (excluding exceptional items) with restated Average Net worth of the year/period

$$\text{Return on net worth (\%)} = \frac{\text{Net profit after tax as restated, attributable to the owners of the company}}{\text{Average Net worth as restated, including share capital and reserves and surplus, for the year}}$$

Net worth = Equity share capital + Reserves and surplus (including, Securities Premium, General Reserve and surplus in statement of profit and loss).

b) **Net Asset Value (NAV)**

Period	NAV Per Share (In ₹)
March 31, 2025	17.76
March 31, 2024	566.54
March 31, 2023	241.50
NAV Post Issue:	
NAV Post Issue- at Cap Price of ₹63/-	29.88
NAV After Issue- at Floor Price of ₹60/-	29.07
Issue Price Per share	[●]

Note:
1. *The ratio has been computed as under:*

$$\text{Net Asset Value per equity share} = \frac{\text{Net worth as restated, including share capital and reserves and surplus, as restated at the end of the year}}{\text{No. of equity shares outstanding at the end of the year}}$$

$$\text{Basic earnings per share (₹)} = \frac{\text{Net profit after tax as restated for calculating basic EPS}}{\text{Weighted average number of equity shares outstanding at the end of the period or year}}$$

c) **Comparison of Accounting Ratios with Industry Peers**

Name of Company	CMP	Face Value (Rs.)	Basic EPS (Rs.)	PE Ratio (times)	EBITDA (Amount in Rs. Lakhs)	EBITDA Margin (%)	ROE (%)	ROCE (%)	NAV per Share (Rs.)	Revenue from operations (Amount in Rs. Lakhs)
Praruh Technologies Limited	[●]*	10.00	6.65	[●]	1,047.31	16.92%	46.08%	53.62%	17.76	6,188.60
Peer Group										
Esconet Technologies Limited	210.15	10.00	6.11	34.39	1,009.59	4.38%	15.23%	15.75%	52.13	23,029.80
E2E Networks Limited	3016.50	10.00	27.21	110.85	9,666.08	58.95%	5.71%	4.16%	797.67	16,396.08

Source: All the financial information for listed industry peers mentioned above is on a standalone basis) and is sourced from the filings made with stock exchanges, available on www.nseindia.com and www.bseindia.com for the Financial Year ending March 31, 2025. Current Market Price is taken as the closing price of respective scripts as on September 16, 2025 at NSE / BSE

d) **Key Operational and Financial Performance Indicators:**

The KPIs disclosed below have been used historically by our Company to understand and analyze the business performance, which in result, help us in analysing the growth of our Company.

The KPIs disclosed below have been approved by a resolution of our Audit Committee dated August 01, 2025 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years' period prior to the date of filing of this Red Herring Prospectus. Further, the KPIs herein have been certified by M/s STRG & Associates, Chartered Accountants, by their certificate dated August 01, 2025 having UDIN: 25094040BMHUIO8935.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilization of the proceeds of the Fresh Issue as per the disclosure made in the Objects of the Issue Section, whichever is later. Any change in these KPIs, during the aforementioned period, will be disclosed by the Company. Upto that, the ongoing KPIs shall continue to be certified as cer**tified by M/s STRG & Associates., Chartered Accountants, by their certificate dated August 01, 2025 having UDIN: 25094040BMHUIO8935.**

Key Performance Indicators of our Company:

(₹ In Lakhs)

ParticularS	Financials Year ended on March 31, 2025	Financial Year ended on March 31, 2024	Financial Year ended on March 31, 2023
Revenue from Operations (1)	6188.60	6143.82	2796.70
Revenue CAGR (%) from F.Y. 2022-2025(2)		30.31%	
EBITDA(3)	1047.31	987.68	301.88
EBITDA (%) Margin(4)	16.92%	16.08%	10.79%
EBITDA CAGR (%) from F.Y. 2022-2025(5)		51.38%	
EBIT(6)	1025.52	927.87	303.30
ROCE (%)(7)	53.62%	89.41%	80.84%
Current Ratio(8)	1.02	1.01	1.20
Operating cash flow(9)	432.29	263.44	110.08
PAT(10)	678.50	649.72	217.56
PAT Margin (11)	10.96%	10.58%	7.78%
Net Worth (12)	1811.98	1133.08	482.99
ROE / RONW (13)	46.08%	80.41%	58.93%
EPS (14)	6.65	6.37	3.41

Notes:
(1) Revenue from operations is the revenue generated from operations by our Company.
(2) Revenue CAGR: The three-year compound annual growth rate in Revenue. [(Ending Value/Beginning Value) ^ (1/N)]-1
(3) EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses - Other Income
(4) EBITDA Margin is calculated as EBITDA divided by Revenue from Operations
(5) EBITDA CAGR: The three-year compound annual growth rate in EBITDA. [(Ending Value/Beginning Value) ^ (1/N)]-1
(6) EBIT is Profit before Taxes + Interest Expenses.
(7) ROCE: Return on Capital Employed is calculated as EBIT divided by Average Capital Employed, which is defined as shareholders' funds plus long-term debt.
(8) Current Ratio: Current Asset over Current Liabilities
(9) Operating Cash Flow: Net cash inflow from/(used in) operating activities
(10) PAT is mentioned as profit after tax for the period.
(11) PAT Margin is calculated as PAT for the period/year divided by revenue from operations.
(12) Net Worth means the aggregate value of the paid-up share capital and reserves and surplus of the company.
(13) ROE: Return on Equity is calculated as PAT divided by average shareholders' fund
(14) EPS: Earning per share is calculated as PAT divide by Weighted No. of equity shares.

Explanation for KPI metrics

KPI	Explanation
Revenue from operation	Revenue from Operations is used by our management to track the revenue profile of the business and in turn helps to assess the overall financial performance of our Company and volume of our business.
Revenue CAGR %	Revenue CAGR informs the management of compounded annual growth rate i.e. Rate at which Company's revenue are growing on annual basis.
EBITDA	EBITDA provides information regarding the operational efficiency of the business
EBITDA Margin (%)	EBITDA Margin (%) is an indicator of the operational profitability and financial performance of our business
EBITDA CAGR %	EBITDA CAGR indicate our compounded growth of the business
ROCE %	ROCE provides how efficiently our Company generates earnings from the capital employed in the business.
Current Ratio	Current ratio indicates the company's ability to bear its short-term obligations
Operating Cash Flow	Operating cash flow shows whether the company is able to generate cash from day-to-day business
PAT	Profit after Tax is an indicator which determine the actual earning available to equity shareholders
PAT Margin (%)	PAT Margin (%) is an indicator of the overall profitability and financial performance of the business.
Net Worth	Net worth is used by the management to ascertain the total value created by the entity and provides a snapshot of current financial position of the entity.
ROC/RONW	ROC/RONW (%) is an indicator which shows how much company is generating from its available shareholders' funds
EPS	Earning per shares is the company's earnings available of one share of the Company for the period

3. **Disclosures as per clause (9)(K)(4) of Part A to Schedule VI, as applicable.**

a) **The price per share of our Company based on the primary/ new issue of shares (Equity Shares)**
There has been no issuance of Equity Shares or convertible securities during the 18 months preceding the date of this Red Herring Prospectus, excluding the shares issued under the ESOP Schemes and issuance of bonus shares, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre- Issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days

b) **The price per share of our Company based on the secondary sale / acquisition of shares (Equity Shares)**
There have been no secondary sale / acquisitions of Equity Shares or any convertible securities, where the promoters, members of the promoter group, selling shareholders, or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of this Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-Offer capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

ADDITIONAL INFORMATION FOR INVESTORS

Details of proposed/ undertaken pre-issue placements from the DRHP filing date: Our Company has not undertaken any Pre-IPO Placements from the date of filing of DRHP.

Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date: Nil

Details of pre-issue shareholding as at the date of advertisement and post- issue shareholding as at allotment for promoter(s), promoter group are as follows:

Category of Promoters	Pre-Issue		Post-Issue	
	No. of Shares	% of Pre-Issue Capital	No. of Shares	% of Post- Issue Capital
A. Promoters and Promoter Group*				
Mr. Vishal Prakash	50,99,898	49.999	50,99,898	36.61
Mr. Amar Deep Sharma	25,49,949	24.9995	25,49,949	18.52
Mr. Rahul Sharma	25,49,949	24.9995	25,49,949	18.52
Ms. Pariza Chaturvedi	51	0.0005	51	0.0003
Ms. Nilam Pandey	51	0.0005	51	0.0003
Mr. Vikash Prakash	51	0.0005	51	0.0003
Public Shareholders (Additional Top 10)**				
Ms. Manika Saini	51	0.0005	51	0.0003
Total	1,02,00,000	100.00	1,02,00,000	73.66

**Belong to promoter and promoter group category.*

BASIS FOR ISSUE PRICE

The ***"Basis for Issue Price"*** on Page 84 of the Red Herring Prospectus has been updated with the above Issue Price. For the updated details under the chapter titled ***"Basis for Issue Price"***, please refer to the website of the Book Running Lead Manager or scan the QR code provided on the first page of this advertisement.

INDICATIVE TIMELINE FOR THE ISSUE

Anchor Portion Issue Opening/ Closing Date	Tuesday, September 23, 2025
Bid/ Issue Opening Date	Wednesday, September 24, 2025
Bid/ Issue Closing Date	Friday, September 26, 2025
Finalization of Basis of Allotment with the Designated Stock Exchange (T+1)	On or about Monday, September 29, 2025
Initiation of Allotment/ Refunds/ Unblocking of Funds from ASBA Account or UPI Id Linked Bank Account* (T+2)	On or about Tuesday, September 30, 2025
Credit of Equity Shares to Demat Accounts of Allottees (T+2)	On or about Tuesday, September 30, 2025
Commencement of Trading of The Equity Shares on the Stock Exchange (T+3)	On or about Wednesday, October 01, 2025

GENERAL RISKS: Investments in Equity and Equity related securities involve a degree of risk and investors should not invest any funds in this issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue including the risks involved. The Equity Shares issued in the Issue have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the Red Herring Prospectus. Specific attention of the investors is invited to the section **"Risk Factors"** beginning on page 27 of this Red Herring Prospectus.

LISTING: The Equity Shares offered through this Red Herring Prospectus are proposed to be listed on SME Platform of BSE Limited ("BSE SME"), in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018, as amended from time to time. Our Company has received an In-Principle approval letter dated May 16, 2025 from BSE Limited ("BSE") for using its name in this offer document for listing our shares on the SME Platform of BSE Limited ("BSE SME"). For the purpose of this Issue, the designated Stock Exchange is the BSE.

DISCLAIMER CLAUSE OF SEBI: Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Draft Red Herring Prospectus was not filed with and the SEBI shall not issue any observation on Offer Document. Hence, there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire ***"Disclaimer Clause of SEBI"*** on page 224 of the Red Herring Prospectus

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the contents of the Red Herring Prospectus or the price at which the Equity shares are offered has been cleared, solicited or approved by BSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Red Herring Prospectus. The investors are advised to refer to the Red Herring Prospectus for the full text of the ***"Disclaimer Clause of the BSE"*** on page 256 of the Red Herring Prospectus.

BASIS OF ISSUE PRICE: The Issue Price is determined by the Company in consultation with the Book Running Lead Manager. The financial data presented in chapter **"Basis for Issue Price"** on page 84 of the Red Herring Prospectus is based on Company's Restated Financial Statements. Investors should also refer to the chapter titled ***"Risk Factors"*** and **"Restated Financial Statements"** on page 27 and 170 respectively of the Red Herring Prospectus. The Audit Committee at a meeting recommended the Price noting that the Price is justified based on quantitative factors and key financial and operational performance indicators **("KPIs")** disclosed in 'Basis for Issue Price' section vis-à-vis the WACA of primary issuances /secondary transactions disclosed in the ***"Basis for Issue Price"*** section.

ADDITIONAL INFORMATION AS REQUIRED UNDER SECTION 30 OF THE COMPANIES ACT, 2013: Main Objects as per MOA of our Company: For information related to the main objects of our Company, see ***"History and Certain Corporate Matters"*** on page 145 of the Red Herring Prospectus and Clause III (A) of the Memorandum of Association of our Company. The MOA is a material document for inspection in relation to the Issue.

PRECAUTIONARY NOTICE TO INVESTORS:

INVESTORS ARE ADVISED TO READ THE RED HERRING PROSPECTUS INCLUDING THE RISK FACTORS CAREFULLY BEFORE TAKING AN INVESTMENT DECISION IN THIS ISSUE. FOR TAKING AN INVESTMENT DECISION, INVESTORS MUST RELY ON THEIR OWN EXAMINATION OF THE ISSUER AND THIS ISSUE, INCLUDING THE "RISK FACTORS" ON PAGE NO. 27 INVOLVED. SPECIFIC ATTENTION OF THE INVESTORS IS INVITED TO THAT ANY NEWS/ADVERTISEMENTS/ SMS/ MESSAGES/ ARTICLES AND VIDEOS, IF ANY, BEING CIRCULATED IN THE DIGITAL MEDIA AND/OR PRINT MEDIA, SPECULATING ABOUT THE INVESTMENT OPPORTUNITY IN OUR COMPANY'S ISSUE AND ABOUT EQUITY SHARES OF OUR COMPANY BEING AVAILABLE AT PREMIUM AND/OR DISCOUNT TO THE ISSUE PRICE ("MESSAGE") DURING THE ISSUE PERIOD IS AND/ OR WILL NOT AND/ OR HAS NOT BEEN ISSUED BY OUR COMPANY OR ANY OF OUR DIRECTORS, KEY MANAGERIAL PERSONNEL, PROMOTERS, PROMOTER GROUP OR GROUP COMPANIES. ANY SUCH MESSAGE IN CIRCULATION IS MISLEADING & FRAUDULENT ADVERTISEMENT AND ISSUED BY A THIRD PARTY TO SABOTAGE THE IPO. OUR COMPANY OR ANY OF OUR DIRECTORS, KEY MANAGERIAL PERSONNEL, PROMOTERS, PROMOTER GROUP OR GROUP COMPANIES AND THE INTERMEDIARIES ARE NOT INVOLVED IN ANY MANNER WHATSOEVER.

Liability of Members: The Liability of members of Company is Limited.

Amount of Share Capital of Our Company and Capital Structure: The authorized and issued, subscribed and paid-up Equity share capital of the Company as on the date of the Red Herring Prospectus is as follows: The authorized share capital of ₹ 1,500.00 Lakhs divided into 1,50,00,000 Equity Shares of ₹10/- each. The issued, subscribed and paid-up equity share capital of ₹ 1,020 Lakhs divided into 1,02,00,000 Equity Shares of ₹10/- each. For details of the share capital and capital structure of the Company see **"Capital Structure"** on page 61 of the Red Herring Prospectus

Name of the Signatories to the MOA of the Company and the number of Equity Shares held by them: The names of the signatories of the Memorandum and Association of the Company and the number of Equity shares subscribed by them at the time of signing of Memorandum of Association initial allotment to Ms. Partza Chaturvedi (5,000 Equity Shares) and Ms. Poonam Sharma (5,000 Equity Shares) being the subscribers of our Company.

LEAD MANAGER TO THE ISSUE	**Corporate Makers Capital Limited** 611, 6th Floor, Pragati Tower, Rajendra Place, New Delhi- 110008 **Telephone:** 011 41411600; **Email:** info@corporatemakers.in **Website:** www.corporatemakers.in **Investor Grievance Email:** compliance@corporatemakers.in **Contact Person:** Mr. Rohit Pareek/ Mr. Pawan Mahur **SEBI Registration Number:** INM000013095 **CIN:** U65100DL1994PLC063880
REGISTRAR TO THE ISSUE	**Maashitla Securities Private Limited** 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura, New Delhi – 110034 **Telephone:** 011-45121795-96; **Email Id:** rta@maashitla.com **Investor Grievance Id:** rta1@maashitla.com **Website:** www.maashitla.com **Contact Person:** Mr. Mukul Agrawal **SEBI Registration No.:** INR000004370 **CIN:** U67100DL2010PTC208725

COMPANY SECRETARY AND COMPLIANCE OFFICER	**Ms. Geeta Kumari** **Address:** A-58, Sector -6, NOIDA, Gautam Budh Nagar, Uttar Pradesh – 201301; **Contact No:** +911203583845; **Email ID:** compliance@praruh.in; **Website:** www.praruh.in Applicants can contact the Company Secretary and Compliance Officer or the Book Running Lead Manager or the Registrar to the Issue in case of any pre-Issue or post-Issue related problems, such as non-receipt of letters of Allotment, credit of Allotted Equity Shares in the respective beneficiary account and refund orders, etc. All complaints, queries or comments received by Stock Exchange / SEBI shall be forwarded to the Book Running Lead Manager, who shall respond to the same.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, the website of the Book Running Lead Managers to the Issue at www.corporatemakers.in , website of company at www.praruh.in and website of stock exchange at www.bseindia.com

AVAILABILITY OF ABRIDGED PROSPECTUS: A copy of the Abridged Prospectus shall be available on the website of the Company, BRLM and SME platform of BSE at www.praruh.in, www.corporatemakers.in and www.bseindia.com.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: Praruh Technologies Limited, **Book Running Lead Managers:** Corporate Makers Capital Limited. Bid-cum-application Forms will also be available on the website of SME platform of BSE www.bseindia.com and the designated branches of SCSBs, the list of which is available at websites of the Stock Exchange and SEBI.

BANKERS TO THE ISSUE / REFUND BANK / SPONSOR BANK: ICICI Bank Limited

SYNDICATE MEMBER: SMP Securities Limited

BANKER TO THE COMPANY: HDFC Bank Limited

Investor should read the Red Herring Prospectus carefully, including the "Risk Factors" beginning on page 27 of the Red Herring Prospectus before making any investment decision.

All capitalized terms used herein and not specifically defined shall have the same meaning as prescribed to them in the Red Herring Prospectus.

For Praruh Technologies Limited
On behalf of the Board of Directors
Sd/-
Ms. Geeta Kumari
Company Secretary and Compliance Officer

Date – September 17, 2025
Place – NOIDA, Uttar Pradesh

Praruh Technologies Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares and has filed the Red Herring Prospectus with Registrar of Companies, Kanpur on September 16, 2025, website of Book Running Lead Manager to the issue at www.corporatemakers.in, website of the Company i.e. www.praruh.in and website of the BSE at www.bseindia.com respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled ***"Risk Factors"*** beginning on page 27 of the Red Herring Prospectus. Potential investors should not rely on the Red Herring Prospectus for making any investment decision.

The Equity Shares offered in the Issue have not been and will not be registered under the U.S. Securities Act, 1933 **(the "U.S. Securities Act")** or any state securities laws in the United States, and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws. Accordingly, the Equity Shares are being offered and sold only outside the United States in offshore transactions in reliance on Regulations and the applicable laws of the jurisdiction where those offer and sales occur. There will be no public offering of the Equity Shares in the United States.

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

THIS IS A ONLY A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES.

PRARUH TECHNOLOGIES LIMITED

CIN- U72900UP2019PLC123393

Our Company was originally incorporated as a Private Limited Company under the name of "Praruh Private Limited" on November 15, 2019 under the provisions of the Companies Act, 2013 with the Registrar of Companies, Kanpur. Further, name of our Company was changed from "Praruh Private Limited" to "Praruh Technologies Private Limited" and a fresh Certificate of Incorporation pursuant to change in name of the Company dated March 22, 2024 was issued by the Registrar of Companies, Kanpur. Subsequently our Company was converted into Public Limited and a fresh Certificate of Incorporation pursuant to conversion into public limited dated June 27, 2024 issued by the Registrar of Companies, Central Processing Centre. *For further details please refer to chapter titled **"History and certain Corporate matters"** beginning on page 145 of the Red Herring Prospectus.*

praruh DRIVING TECHNOLOGY

Registered Office: A-58, Sector -6, NOIDA, Gautam Budh Nagar, Uttar Pradesh – 201301
Tel No: +911203583845|| **E-mail id:** compliance@praruh.in; ||**Website:** www.praruh.in
Contact Person: Ms. Geeta Kumari, Company Secretary and Compliance Officer || **CIN:** U72900UP2019PLC123393

PROMOTERS OF OUR COMPANY: MR. VISHAL PRAKASH, MR. AMAR DEEP SHARMA AND MR. RAHUL SHARMA

"The Issue is being made in accordance with Chapter IX of the SEBI ICDR Regulations (IPO of Small and Medium Enterprises) and the Equity Shares are proposed to be listed on the SME Platform of BSE Limited ("BSE-SME").

THE ISSUE

INITIAL PUBLIC ISSUE OF UPTO 37,30,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH OF PRARUH TECHNOLOGIES LIMITED ("PTL" OR THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹[•] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[•] PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO ₹[•] LAKHS ("THE ISSUE"), OF WHICH 1,88,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹[•] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[•] PER EQUITY SHARE AGGREGATING TO ₹[•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS THE MARKET MAKER RESERVATION PORTION i.e. NET ISSUE OF 35,42,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH AT A ISSUE PRICE OF ₹[•] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[•] PER EQUITY SHARE AGGREGATING TO ₹[•] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.78% AND 25.44% RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

IN TERMS OF RULE 19(2)(b) OF THE SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED, THIS IS AN ISSUE FOR AT LEAST 25% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. THIS ISSUE IS A BOOK BUILT ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 253 OF SEBI (ICDR) REGULATIONS, AS AMENDED. FOR FURTHER DETAILS, PLEASE REFER *"ISSUE PROCEDURE"* ON PAGE 246 OF THE RED HERRING PROSPECTUS.

THE FACE VALUE OF THE EQUITY SHARES IS ₹ 10/- EACH
PRICE BAND: ₹60 TO ₹63 PER EQUITY SHARE OF FACE VALUE OF ₹10/- EACH
THE FLOOR PRICE IS 6.0 TIMES THE FACE VALUE AND CAP PRICE IS 6.3 TIMES THE FACE VALUE OF EQUITY SHARES
THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FINANCIAL YEAR ENDED ON MARCH 31, 2025 AT THE FLOOR PRICE IS 9.02 TIMES AND AT THE CAP PRICE IS 9.47 TIMES.

THIS OFFER IS BEING MADE IN TERMS OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS"), AS AMENDED. IN TERMS OF RULE 229 (2) OF THE SECURITIES CONTRACTS (REGULATION) RULES, 1957, FOR FURTHER DETAILS, SEE "ISSUE STRUCTURE" ON PAGE NO. 242 OF THE RED HERRING PROSPECTUS.

BIDS CAN BE MADE FOR A MINIMUM OF 4000 EQUITY SHARES AND IN MULTIPLES OF 2000 EQUITY SHARES THEREAFTER

BRIEF DESCRIPTION OF THE BUSINESS OF THE COMPANY

Our Company was originally incorporated as a Private Limited Company under the name of "Praruh Private Limited" on November 15, 2019 under the provisions of the Companies Act, 2013 with the Registrar of Companies, Central Registration Centre. Further pursuant to a resolution passed by our shareholders at extra ordinary general meeting held on February 15, 2024, name of our Company was changed from "Praruh Private Limited" to "Praruh Technologies Private Limited" and a fresh Certificate of Incorporation pursuant to change in name of the Company dated March 22, 2024 was issued by the Registrar of Companies, Central Registration Centre. Subsequently our Company was converted into Public Limited pursuant to resolution passed by our shareholders at extra ordinary general meeting held on March 22, 2024 and a fresh Certificate of Incorporation pursuant to conversion into public limited dated June 27, 2024 issued by the Registrar of Companies, Central Processing Centre.

Product/Service Offering

Our company offers a comprehensive range of System Integration services, delivering end-to-end IT solutions that encompass hardware, networking, and software implementations. Our expertise spans across System Integration, IT Consultancy, Security Solution, Networking Solution, Data Centre Solution, IT Training, and a variety of specialized services including Enterprise Network Services, Campus Network Solutions, EMS/NMS (Element Management System/Network Management System), Unified Communication Services, Audio and Video Automations, Surveillance (CCTV Solutions), Carrier Grade Network Solutions, Wi-Fi Solutions, and MPLS (Multiprotocol Label Switching) Services.

For more details, please refer chapter titled ***"Our Business"*** beginning on page 117 of this Red Herring Prospectus.

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED. FOR THE PURPOSE OF THE ISSUE, BSE LIMITED SHALL BE THE DESIGNATED STOCK EXCHANGE.

FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED "ISSUE PROCEDURE" BEGINNING ON PAGE 246 OF THE RED HERRING PROSPECTUS. A COPY OF THE RED HERRING PROSPECTUS HAS BEEN DELIVERED FOR REGISTRATION TO THE REGISTRAR OF COMPANIES, KANPUR AS REQUIRED UNDER SECTION 26 OF THE COMPANIES ACT, 2013.

ALLOCATION OF THE ISSUE

QIB PORTION	NOT MORE THAN 50% OF THE NET ISSUE	NON-INSTITUTIONAL PORTION	NOT LESS THAN 15% OF THE NET ISSUE
INDIVIDUAL INVESTOR PORTION	NOT LESS THAN 35% OF THE NET ISSUE	MARKET MAKER PORTION	1,88,000 EQUITY SHARES OR 5.04% OF THE NET ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE ISSUE, INLCUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE ISSUE AVAILABLE IN ANY MANNNER.

The above provided price band is justified based on quantitative factors/KPIs as disclosed in the ***"Basis for Issue Price"*** chapter beginning on page 84 of the Red Herring Prospectus vis-à-vis the Weighted Average Cost of Acquisition (WACA) of primary and secondary transaction(s) as applicable disclosed in the ***"Basis for Issue Price"*** chapter beginning on page no. 84 of the Red Herring Prospectus and provided below in the advertisement.

ISSUE PROGRAMME	**ANCHOR BID OPENS ON: TUESDAY, SEPTEMBER 23, 2025**	**ISSUE OPENS ON: WEDNESDAY, SEPTEMBER 24, 2025**	**ISSUE CLOSES ON: FRIDAY, SEPTEMBER 26, 2025**

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 check section on ASBA below.	MANDATORY IN PUBLIC ISSUES FROM JANUARY 01, 2016. NO CHEQUE WILL BE ACCEPTED.

UPI UNIFIED PAYMENTS INTERFACE

UPI-Now available in ASBA for Individual Investors ("IIs") **

Investors are required to ensure that the bank account used for bidding is linked to their PAN.

UPI – Now available in ASBA for Individual Investors applying through Registered Brokers, DPs & RTA. Individual Investors also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, Demat and bank account.

**ASBA has to be availed by all the investors except Anchor Investors (if any). UPI may be availed by IIs.*
*For details on the ASBA and UPI process, please refer to the details given in ASBA Form and Abridged Prospectus and also please refer to the section **"Issue Procedure"** beginning on page 246 of the Red Herring Prospectus. The process is also available on the website of SEBI and Stock Exchanges in the General information Document. ASBA Forms can be downloaded from the website of SME Platform of BSE ("BSE" or "Stock Exchange") and can be obtained from the list of banks that is displaying on website of SEBI at www.sebi.gov.in.*
*** List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. For the list of UPI Apps and Banks live on IPO, please refer to the link: www.sebi.gov.in. ICICI Bank Limited has been appointed as Sponsor Bank for the Issue in accordance with the requirements of the SEBI Circular dated November 1, 2018, as amended.*

RISK TO INVESTORS

1. **SUMMARY DESCRIPTION OF KEY RISK FACTORS BASED ON MATERIALITY**
   - Substantial portion of our revenue has been dependent upon our few customers. The loss of any one or more of our major clients would have a material effect on our business operations and profitability.
   - Our business, growth prospects and financial performance largely depends on our ability to obtain new contracts, and there is no assurance that we will be able to procure new contracts.
   - Tender are typically awarded to us on satisfaction of prescribed pre- qualification criteria and following a competitive bidding process. Our business and our financial condition may be adversely affected if new projects are not allotted to us.
   - We depend on third parties for the supply of finished goods or products and do not have firm commitments for supply or exclusive arrangements with any of our suppliers. Loss of suppliers may have an adverse effect on our business, results of operations and financial condition.
   - Our Company is a party to certain tax proceedings. Any adverse decision in such proceedings may have a material adverse effect on our business, results of operations and financial condition.
2. **DETAILS OF SUITABLE RATIOS**

a) **Basic and Diluted Earnings / (Loss) Per Share ("EPS") as per AS 20**

Financial Year	Basic & Diluted EPS/(in ₹)	Weights
2024-25	6.65	3
2023-24	6.37	2
2022-23	3.41	1
Weighted Average	6.02	

Notes:
1. *The ratios have been computed as under:*
- *Basic and diluted EPS: profit for the year attributable to equity shareholders of the Company divided by total weighted average number of equity shares outstanding during the period. Basic and diluted EPS are computed in accordance with AS 20 – Earnings per share post the bonus issue in current financial year;*
- *Weighted average = Aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. (EPS x Weight) for each year/Total of weights.*

b) **Price Earning (P/E) Ratio in relation to the Issue Price of ₹60/- to ₹63/- per Equity Share of Face Value of ₹10/- each fully paid up.**

Particulars	P/E at the Floor Price (₹60/-) (no. of times)	P/E at the Cap Price ₹63/-(no. of times)
P/E Ratio based on the Basic & Diluted EPS of ₹6.65 /- for the period ending March 31, 2025	9.02	9.47
P/E ratio based on the Weighted Average Basic EPS of ₹6.02/- *	9.96	10.46

a) **Return on Net worth (RoNW)**

Period	RoNW (%)	Weights
2024-25	46.08	3
2023-24	80.41	2
2022-23	58.93	1
Weighted Average	59.66	

Notes:
The RoNW has been computed by dividing net profit after tax (excluding exceptional items) with restated Average Net worth of the year/period

$$\text{Return on net worth (\%)} = \frac{\text{Net profit after tax as restated, attributable to the owners of the company}}{\text{Average Net worth as restated, including share capital and reserves and surplus, for the year}}$$

Net worth = Equity share capital + Reserves and surplus (including, Securities Premium, General Reserve and surplus in statement of profit and loss).

b) **Net Asset Value (NAV)**

Period	NAV Per Share (In ₹)
March 31, 2025	17.76
March 31, 2024	566.54
March 31, 2023	241.50
NAV Post Issue:	
NAV Post Issue- at Cap Price of ₹63/-	29.88
NAV After Issue- at Floor Price of ₹60/-	29.07
Issue Price Per share	[•]

Note:
1. *The ratio has been computed as under:*

$$\text{Net Asset Value per equity share} = \frac{\text{Net worth as restated, including share capital and reserves and surplus, as restated at the end of the year}}{\text{No. of equity shares outstanding at the end of the year}}$$

$$\text{Basic earnings per share (₹)} = \frac{\text{Net profit after tax as restated for calculating basic EPS}}{\text{Weighted average number of equity shares outstanding at the end of the period or year}}$$

c) **Comparison of Accounting Ratios with Industry Peers**

Name of Company	CMP	Face Value (Rs.)	Basic EPS (Rs.)	PE Ratio (times)	EBITDA (Amount in Rs. Lakhs)	EBITDA Margin (%)	ROE (%)	ROCE (%)	NAV per Share (Rs.)	Revenue from operations (Amount in Rs. Lakhs)
Praruh Technologies Limited	[•]*	10.00	6.65	[•]	1,047.31	16.92%	46.08%	53.62%	17.76	6,188.60
Peer Group										
Esconet Technologies Limited	210.15	10.00	6.11	34.39	1,009.59	4.38%	15.23%	15.75%	52.13	23,029.80
E2E Networks Limited	3016.50	10.00	27.21	110.85	9,666.08	58.95%	5.71%	4.16%	797.67	16,396.08

Source: All the financial information for listed industry peers mentioned above is on a standalone basis) and is sourced from the filings made with stock exchanges, available on www.nseindia.com and www.bseindia.com for the Financial Year ending March 31, 2025. Current Market Price is taken as the closing price of respective scripts as on September 16, 2025 at NSE / BSE

d) **Key Operational and Financial Performance Indicators:**

The KPIs disclosed below have been used historically by our Company to understand and analyze the business performance, which in result, help us in analysing the growth of our Company.

The KPIs disclosed below have been approved by a resolution of our Audit Committee dated August 01, 2025 and the members of the Audit Committee have verified the details of all KPIs pertaining to our Company. Further, the members of the Audit Committee have confirmed that there are no KPIs pertaining to our Company that have been disclosed to any investors at any point of time during the three years' period prior to the date of filing of this Red Herring Prospectus. Further, the KPIs herein have been certified by M/s STRG & Associates, Chartered Accountants, by their certificate dated August 01, 2025 having UDIN: 25094040BMHUIO8935.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilization of the proceeds of the Fresh Issue as per the disclosure made in the Objects of the Issue Section, whichever is later. Any change in these KPIs, during the aforementioned period, will be disclosed by the Company. Upto that, the ongoing KPIs shall continue to be certified as **certified by M/s STRG & Associates., Chartered Accountants, by their certificate dated August 01, 2025 having UDIN: 25094040BMHUIO8935.**

Key Performance Indicators of our Company:

(₹ In Lakhs)

ParticularS	Financials Year ended on March 31, 2025	Financial Year ended on March 31, 2024	Financial Year ended on March 31, 2023
Revenue from Operations (1)	6188.60	6143.82	2796.70
Revenue CAGR (%) from F.Y. 2022-2025(2)		30.31%	
EBITDA(3)	1047.31	987.68	301.88
EBITDA (%) Margin(4)	16.92%	16.08%	10.79%
EBITDA CAGR (%) from F.Y. 2022-2025(5)		51.38%	
EBIT(6)	1025.52	927.87	303.30
ROCE (%)(7)	53.62%	89.41%	80.84%
Current Ratio(8)	1.02	1.01	1.20
Operating cash flow(9)	432.29	263.44	110.08
PAT(10)	678.50	649.72	217.56
PAT Margin (11)	10.96%	10.58%	7.78%
Net Worth (12)	1811.98	1133.08	482.99
ROE / RONW (13)	46.08%	80.41%	58.93%
EPS (14)	6.65	6.37	3.41

Notes:
(1) *Revenue from operations is the revenue generated from operations by our Company.*
(2) *Revenue CAGR: The three-year compound annual growth rate in Revenue. [(Ending Value/Beginning Value) ^ (1/N)]-1*
(3) *EBITDA is calculated as Profit before tax + Depreciation + Interest Expenses - Other Income*
(4) *EBITDA Margin is calculated as EBITDA divided by Revenue from Operations*
(5) *EBITDA CAGR: The three-year compound annual growth rate in EBITDA. [(Ending Value/Beginning Value) ^ (1/N)]-1*
(6) *EBIT is Profit before Taxes + Interest Expenses.*
(7) *ROCE: Return on Capital Employed is calculated as EBIT divided by Average Capital Employed, which is defined as shareholders' funds plus long-term debt.*
(8) *Current Ratio: Current Asset over Current Liabilities*
(9) *Operating Cash Flow: Net cash inflow from/(used in) operating activities*
(10) *PAT is mentioned as profit after tax for the period.*
(11) *PAT Margin is calculated as PAT for the period/year divided by revenue from operations.*
(12) *Net Worth means the aggregate value of the paid-up share capital and reserves and surplus of the company.*
(13) *ROE: Return on Equity is calculated as PAT divided by average shareholders' fund*
(14) *EPS: Earning per share is calculated as PAT divide by Weighted No. of equity shares.*

Explanation for KPI metrics

KPI	Explanation
Revenue from operation	Revenue from Operations is used by our management to track the revenue profile of the business and in turn helps to assess the overall financial performance of our Company and volume of our business.
Revenue CAGR %	Revenue CAGR informs the management of compounded annual growth rate i.e. Rate at which Company's revenue are growing on annual basis.
EBITDA	EBITDA provides information regarding the operational efficiency of the business
EBITDA Margin (%)	EBITDA Margin (%) is an indicator of the operational profitability and financial performance of our business
EBITDA CAGR %	EBITDA CAGR indicate our compounded growth of the business
ROCE %	ROCE provides how efficiently our Company generates earnings from the capital employed in the business.
Current Ratio	Current ratio indicates the company's ability to bear its short-term obligations
Operating Cash Flow	Operating cash flow shows whether the company is able to generate cash from day-to-day business
PAT	Profit after Tax is an indicator which determine the actual earning available to equity shareholders
PAT Margin (%)	PAT Margin (%) is an indicator of the overall profitability and financial performance of the business.
Net Worth	Net worth is used by the management to ascertain the total value created by the entity and provides a snapshot of current financial position of the entity.
ROC/RONW	ROC/RONW (%) is an indicator which shows how much company is generating from its available shareholders' funds
EPS	Earning per shares is the company's earnings available of one share of the Company for the period

3. **Disclosures as per clause (9)(K)(4) of Part A to Schedule VI, as applicable.**

a) **The price per share of our Company based on the primary/ new issue of shares (Equity Shares)**
There has been no issuance of Equity Shares or convertible securities during the 18 months preceding the date of this Red Herring Prospectus, excluding the shares issued under the ESOP Schemes and issuance of bonus shares, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre- Issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of 30 days

b) **The price per share of our Company based on the secondary sale / acquisition of shares (Equity Shares)**
There have been no secondary sale / acquisitions of Equity Shares or any convertible securities, where the promoters, members of the promoter group, selling shareholders, or shareholder(s) having the right to nominate director(s) in the board of directors of the Company are a party to the transaction (excluding gifts), during the 18 months preceding the date of this Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid up share capital of the Company (calculated based on the pre-Offer capital before such transaction/s and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.

ADDITIONAL INFORMATION FOR INVESTORS

Details of proposed/ undertaken pre-issue placements from the DRHP filing date: Our Company has not undertaken any Pre-IPO Placements from the date of filing of DRHP.

Transaction of shares aggregating up to 1% or more of the paid-up equity share capital of the company by promoter(s) and promoter group(s) from the DRHP filing date: Nil

Details of pre-issue shareholding as at the date of advertisement and post- issue shareholding as at allotment for promoter(s), promoter group are as follows:

Category of Promoters	Pre-Issue		Post-Issue	
	No. of Shares	% of Pre-Issue Capital	No. of Shares	% of Post- Issue Capital
A. Promoters and Promoter Group*				
Mr. Vishal Prakash	50,99,898	49.999	50,99,898	36.61
Mr. Amar Deep Sharma	25,49,949	24.9995	25,49,949	18.52
Mr. Rahul Sharma	25,49,949	24.9995	25,49,949	18.52
Ms. Pariza Chaturvedi	51	0.0005	51	0.0003
Ms. Nilam Pandey	51	0.0005	51	0.0003
Mr. Vikash Prakash	51	0.0005	51	0.0003
Public Shareholders (Additional Top 10)**				
Ms. Manika Saini	51	0.0005	51	0.0003
Total	1,02,00,000	100.00	1,02,00,000	73.66

**Belong to promoter and promoter group category.*

BASIS FOR ISSUE PRICE

The ***"Basis for Issue Price"*** on Page 84 of the Red Herring Prospectus has been updated with the above Issue Price. For the updated details under the chapter titled ***"Basis for Issue Price"***, please refer to the website of the Book Running Lead Manager or scan the QR code provided on the first page of this advertisement.

INDICATIVE TIMELINE FOR THE ISSUE

Anchor Portion Issue Opening/ Closing Date	Tuesday, September 23, 2025
Bid/ Issue Opening Date	Wednesday, September 24, 2025
Bid/ Issue Closing Date	Friday, September 26, 2025
Finalization of Basis of Allotment with the Designated Stock Exchange (T+1)	On or about Monday, September 29, 2025
Initiation of Allotment/ Refunds/ Unblocking of Funds from ASBA Account or UPI Id Linked Bank Account* (T+2)	On or about Tuesday, September 30, 2025
Credit of Equity Shares to Demat Accounts of Allottees (T+2)	On or about Tuesday, September 30, 2025
Commencement of Trading of The Equity Shares on the Stock Exchange (T+3)	On or about Wednesday, October 01, 2025

GENERAL RISKS: Investments in Equity and Equity related securities involve a degree of risk and investors should not invest any funds in this issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue including the risks involved. The Equity Shares issued in the Issue have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the Red Herring Prospectus. Specific attention of the investors is invited to the section **"Risk Factors"** beginning on page 27 of this Red Herring Prospectus.

LISTING: The Equity Shares offered through this Red Herring Prospectus are proposed to be listed on SME Platform of BSE Limited ("BSE SME"), in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018, as amended from time to time. Our Company has received an In-Principle approval letter dated May 16, 2025 from BSE Limited ("BSE") for using its name in this offer document for listing our shares on the SME Platform of BSE Limited ("BSE SME"). For the purpose of this Issue, the designated Stock Exchange is the BSE.

DISCLAIMER CLAUSE OF SEBI: Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Draft Red Herring Prospectus was not filed with and the SEBI shall not issue any observation on Offer Document. Hence, there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire ***"Disclaimer Clause of SEBI"*** on page 224 of the Red Herring Prospectus

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the contents of the Red Herring Prospectus or the price at which the Equity shares are offered has been cleared, solicited or approved by BSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Red Herring Prospectus. The investors are advised to refer to the Red Herring Prospectus for the full text of the ***"Disclaimer Clause of the BSE"*** on page 256 of the Red Herring Prospectus.

BASIS OF ISSUE PRICE: The Issue Price is determined by the Company in consultation with the Book Running Lead Manager. The financial data presented in chapter **"Basis for Issue Price"** on page 84 of the Red Herring Prospectus is based on Company's Restated Financial Statements. Investors should also refer to the chapter titled ***"Risk Factors"*** and **"Restated Financial Statements"** on page 27 and 170 respectively of the Red Herring Prospectus. The Audit Committee at a meeting recommended the Price noting that the Price is justified based on quantitative factors and key financial and operational performance indicators **("KPIs")** disclosed in 'Basis for Issue Price' section vis-à-vis the WACA of primary issuances /secondary transactions disclosed in the ***"Basis for Issue Price"*** section.