

DILEMMA OVER PRICE HIKE

Poor demand adds to pain of cement companies hit by high input costs

RAJESH KURUP
Mumbai, March 9

INDIAN CEMENT MANUFACTURERS will find it hard to increase prices to mitigate the impact of surging input and freight costs as demand from real estate and construction sectors hasn't recovered just yet.

Margins of top Indian cement manufacturers—including ACC, Gujarat Ambuja and UltraTech—recorded a 6-8% fall in December quarter on a year-on-year basis, led by the rise in coal prices. With no respite in the ongoing Russia-Ukraine war, prices of coal and fuel are expected to ascend further.

"Cement companies had a subdued December quarter due to an unprecedented rise in coal costs. Cement manufacturing is a power-intensive process and power and fuel account for about 30% of total cost. Coal prices have seen more than 50% rise in the last few months thereby increasing power and fuel cost for cement companies and due to subdued demand environment cement companies were unable to pass on the higher cost to the consumer," Atish Matlawala, Senior Analyst with SSJ Finance & Securities said.

"Freight cost accounts for about 40% of total expenses and with spiralling crude prices, cement companies are bracing for another headwind. We believe that the Russia-Ukraine war will keep coal and crude prices high, impacting the margins of cement companies," Matlawala added.

On Monday, oil prices surged with Brent crude touching \$139 a barrel, albeit briefly, as the US and its European partners began discussions on banning imports of oil from Russia. Brent crude surged 18% in early trade and



was last quoted \$9.95 higher at \$128.06.

Limestone is the main raw material and many of the cement manufacturers have their own mines.

"Most of the cement companies are now increasingly using blast furnace slag to make cement, which is cheaper than clinker by 30-35% and remaining materials are green ingredients, including fly ash. This is also helping in reducing production costs, as earlier 60% clinker, 35% fly ash and 5% gypsum were used to make cement," Jindal Steel and Power (JSPL), managing director VR Sharma said.

JSPL produces cements from its 1 million tonne plant at Raigarh in Chhattisgarh and sells under brand name Jindal Panther. On an average, the cost realisation is about ₹5,200-5,500 per tonne for cement companies in December (₹1,500-1,800 is for coal), which will increase to ₹6,000 per tonne for March quarter. The power and fuel costs, which was about ₹1,200-1,500 to produce one tonne of cement, is expected to rise to ₹1,800-2,000 by March and transportation cost will rise

to ₹1,600-1,800 from ₹1,200-1,300 per tonne, an official with a cement firm said.

The fourth quarter is generally a good quarter for the sector and with the monsoons setting in April-June, the lull period for the sector begins.

"The fall in construction activities was due to unseasonal rains in some parts of the country, the pandemic, curbs in infrastructure spending by certain state governments, scarcity of sand and labour among others. Demand from the housing sector also fell over the past few years," the official added. About 50% of the demand for cement is from the Government sector, while the remaining is from real estate and construction sectors.

The fall in demand is also leading to low-capacity utilisation by cement firms. The high-capacity utilisation is at about 75-80% in the eastern region, where demand is high.

South has the lowest with 60%, while those in the east and west are in the range of about 70%. However, some of the south-based companies had increased cement prices by ₹10 per 50 kg bag in February.

DCGI grants emergency nod to Serum's Covovax for 12-17-year olds

FE BUREAU
Pune, March 9

VACCINE MAKER, SERUM Institute of India (SII) on Wednesday received emergency use authorisation (EUA) from India's drug regulator for their Covid-19 vaccine, Covovax. The Drugs Controller General of India (DCGI) approved the vaccine for children above the age of 12.

Adar Poonawalla, CEO, SII, said Covovax had completed bridging studies in India and has been granted EUA by DCGI for adults, children above the age of 12 and younger age groups would follow shortly.

"Novavax in global trials has demonstrated more than 90% efficacy," Poonawalla

said. The Novovax vaccine has been branded as Covovax in India.

The DCGI has approved Covovax for inoculating adults and children aged 12 to 17. This approval comes after the Subject Expert Committee on Covid-19 had recommended the EUA. This is the fourth vaccine approved for children in the country. SII has a commitment to supply one billion doses of the Novovax vaccine. SII is manufacturing the vaccine and is also responsible for commercialising the vaccine in India and the low and middle income countries.

Novavax and SII have cumulative commitments to provide doses to the COVAX Facility.

New Holland maker aims at doubling market share

FE BUREAU
New Delhi, March 9

BY INCREASING ITS manufacturing capacity and rolling out new product ranges, CNH Industrial, maker of the 'New Holland' brand of tractor is aiming to double its market share in the next 3-4 years, a senior company official told FE.

The company's market share stood at 4% in the domestic tractor market at 9 lakh units at the end of 2021. Most of the tractors manufactured by the company are in 50-90 HP segment.

"We will now be expanding dealerships as well as focus on 40-50 HP capacity tractors which have a significant market in India," Raunak Varma, managing director, CNH Industrial



CNH has a manufacturing facility in Greater Noida with an annual capacity of 50,000 per annum

(India) Pvt, told FE. The company will launch the new tractor variants shortly.

Currently, CNH has a manufacturing facility in Greater Noida with an annual capacity of 50,000 per annum which is being upgraded to 60,000

shortly. Around 30% of the tractors manufactured in India are exported.

Varma said that the company's focus has been to provide technologically advanced products to farmers and tractors manufactured by CNH comes with a six year warranty. Uttar Pradesh, Maharashtra, Gujarat, Andhra Pradesh and Telangana are the major market for the company's tractors.

According to estimates drawn up by CNH Industrial, currently there are five million tractors in operation in the country, which is likely to go up to 1.6 million units by the end of this decade.

Major tractor manufacturers in the country are Mahindra and Mahindra, TAFE Group, Sonalika, Escorts and John Deere.

(This is only an advertisement for information purposes and not a prospectus announcement)



SWARAJ SUITING LIMITED

Our Company was originally incorporated as "Swaraj Suiting Private Limited" on June 9, 2003 vide certificate of incorporation bearing Corporate Identity No. U18101RJ2003PTC018359 under the provisions of Companies Act, 1956 issued by the Registrar of Companies, Rajasthan, Jaipur. Subsequently, the company was converted into Public Limited Company vide a fresh certificate of incorporation issued by ROC-Jaipur, consequent upon conversion from Private Limited to Public Company dated September 22, 2020 in the name of "Swaraj Suiting Limited". The Corporate Identification Number of our Company changed to U18101RJ2003PLC018359. For further details, please refer to section titled "Our History and Certain Corporate Matters" beginning on page no 98 of the Prospectus.

Registered & Corporate office: F-483 To F-487, RIICO Growth Centre Hamirgarh-311025, Bhillwara, Rajasthan, India **Contact Person:** Mr. Rahul Kumar Verma, Company Secretary & Compliance Officer; **Tel No:** 966030663 **E-Mail ID:** cs@swarajsuiting.com; **Website:** www.swarajsuiting.com;

OUR PROMOTERS: (I) MOHAMMED SABIR KHAN, (II) Mrs. SAMAR KHAN AND (III) Mr. NASIR KHAN

INITIAL PUBLIC OFFER OF 19,08,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH ("EQUITY SHARES") OF SWARAJ SUITING LIMITED (THE "COMPANY") OR THE "ISSUER" FOR CASH AT A PRICE OF ₹56/- PER EQUITY SHARE, INCLUDING A SHARE PREMIUM OF ₹46/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO ₹1068.48 LAKHS ("THE ISSUE"), OF WHICH 96,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹56/- PER EQUITY SHARE, AGGREGATING TO ₹53.76 LAKHS WILL BE RESERVED FOR SUBSCRIPTIONS BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 18,12,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹56/- PER EQUITY SHARE, AGGREGATING TO ₹1014.72 LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.50% AND 25.17% RESPECTIVELY OF THE POST ISSUE PAIDUP EQUITY SHARE CAPITAL OF THE COMPANY.

All the investors applying in a public issue shall use only Application Supported by Blocked Amount (ASBA) facility for making payment providing details about the bank account which will be blocked by the Self Certified Syndicate Banks ("SCSBs") as per the SEBI circular CIR/CFD/POLICYCELL/11/2015 dated November 10, 2015. As an alternate payment mechanism, Unified Payments Interface (UPI) has been introduced (vide SEBI Circular Ref: SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018) and SEBI Circular No. SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 08, 2019 as a payment mechanism in a phased manner with ASBA for applications in public issues by retail individual investors. For further details, please refer to section titled "Issue Procedure" beginning on page 186 of the Prospectus. In case of delay, if any in refund, our Company shall pay interest on the application money at the rate of 15% per annum for the period of delay.

THIS OFFER IS BEING MADE IN TERMS OF CHAPTER IX OF THE SEBI (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENT) REGULATIONS, 2018 (THE "SEBI ICDR REGULATIONS") READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET OFFER TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 253(2) OF THE SEBI (ICDR) REGULATIONS, 2018. (For further details please see "The Issue" beginning on page no. 29 of the Prospectus.) A copy is delivered for filing to the Registrar of Companies as required under sub-section 4 of Section 26 of the Companies Act, 2013.

For further details please refer the section titled 'Issue Procedure' beginning on page 186 of the Prospectus

FIXED PRICE ISSUE AT ₹ 56/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹10/- EACH AND THE ISSUE PRICE IS 5.6 TIMES OF THE FACE VALUE OF THE EQUITY SHARES. THE APPLICATION MUST BE FOR A MINIMUM OF 2,000 EQUITY SHARES AND IN MULTIPLES OF 2,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO "SECTION XI - ISSUE INFORMATION" BEGINNING ON PAGE 179 OF THE PROSPECTUS.

ISSUE PROGRAMME

ISSUE OPENS ON : 15-MARCH-2022
ISSUE CLOSES ON: 17-MARCH-2022

ASBA*

Simple, Safe, Smart way of Application!!!
Mandatory in public issue. No cheque will be accepted



now available in ASBA for retail individual investors.

*ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on page 186 of the Prospectus.

CONTENTS OF THE MEMORANDUM OF THE COMPANY AS REGARDS TO ITS OBJECTS: For information on the main objects of the Company, please see "Our History And Certain Other Corporate Matters" on page 98 of the Prospectus and Clause III of the Memorandum of Association of the Company. The Memorandum of Association of the Company is a material document for inspection in relation to the Offer. For further details, please see "Material Contracts and Documents for Inspection" on page 230 of the Prospectus.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The authorised share capital, issued, subscribed and paid up share capital of the Company as on the date of the Prospectus is as follows: The Authorised Share Capital of the Company is ₹ 1,150 lakhs divided into 1,15,00,000 Equity Shares of ₹10/- each. The Issued, Subscribed and Paid-up share capital of the Company before the Issue is ₹ 529.21 lakhs divided into 52,92,130 Equity Shares of ₹10/- each. Proposed Post issue capital: ₹ 720.01 lakhs divided into 72,00,130 Equity Shares of ₹ 10/- each. For details of the Capital Structure, see the section "Capital Structure" on the page 40 of the Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association: Equity shares of face value of ₹ 10/- each were allotted to Mohammed Sabir Khan - 5,000 equity shares and Samar Khan - 5,000 equity shares

LIABILITY OF MEMBERS: Liability of members of Company is Limited.
RISK IN RELATION TO THE FIRST ISSUE: This being the first issue of the issuer, there has been no normal market for the securities of the issuer. The face value of the equity shares is ₹10/- each and the issue price is 5.6 times of face value of the equity share. The issue price should not be taken to be indicative of the market price of the equity shares after the equity shares are listed.

No assurance can be given regarding an active or sustained trading in the equity shares of our company or regarding the price at which the equity shares will be traded after listing.

GENERAL RISKS: Investment in equity and equity related securities involve a degree of risk and investors should not invest any funds in this offer unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this offering. For taking an investment decision, investors must rely on their own examination of the issuer and the offer including the risks involved. The securities have not been recommended or approved by the Securities and Exchange Board of India (SEBI) nor does SEBI guarantee the accuracy or adequacy of this document. Specific attention of investors is invited to the statement of "Risk factors" beginning on page no.19 of the Prospectus.

BASIS FOR ISSUE PRICE: Please refer "Basis for Issue Price" beginning on page 60 of the Prospectus.

ISSUER'S ABSOLUTE RESPONSIBILITY: The issuer, having made all reasonable inquiries, accepts responsibility for and confirms that this offer document contains all information with regard to the issuer and the issue which is material in the context of the issue, that the information contained in the offer document is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which make this document as a whole or any of such information or the expression of any such opinions or intentions misleading in any material respect.

LISTING: The Equity Shares of our company issued through the Prospectus are proposed to be listed on the SME EMERGE Platform of National Stock Exchange of India Limited ("NSE EMERGE"). In terms of the Chapter IX of the SEBI ICDR Regulations, as amended from time to time, our company has received "in-principle" approval letter dated March 09, 2022 from NSE for using its name in the offer document for listing of our shares on the NSE EMERGE. For the purposes of the issue, the Designated Stock Exchange will be National Stock Exchange of India Limited ("NSE").

DISCLAIMER CLAUSE OF SEBI: Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulation 2018, a copy of the Prospectus has been filed with SEBI after filing of the Offer document with Registrar of Companies in terms of Regulation 246 of the SEBI (ICDR) Regulations, 2018 and Sec 26(4) of Companies Act 2013. However, SEBI shall not issue any observation on the Offer document. Hence there is no such specific disclaimer clause of SEBI. However investors may refer to the entire "Disclaimer Clause of SEBI" beginning on page 177 of the Prospectus.

DISCLAIMER CLAUSE OF THE EXCHANGE (NSE): "It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the 'Disclaimer Clause of NSE'."

Apparel retailers' revenue to grow 20-25% this fiscal



FE BUREAU
Mumbai, March 9

THE REVENUE OF brick and mortar (B&M) apparel retailers, which declined 40% in the previous financial year, will grow 20-25% in the current fiscal, driven by a strong recovery in demand. This is despite the impact of the third wave of the pandemic, according to a report by Crisil Ratings.

The apparel retailers' profitability, which could barely break even in the last fiscal, should log operating margins of 5-7% this fiscal, compared with 9% recorded during the pre-pandemic time. The profitability would be backed by improving operating leverage, continued cost rationalisation and prudent inventory management by the retailers, the report said.

"Less intensive restrictions and the much shorter duration of the third wave resulted in minimal disruptions in operations of B&M retailers. The sharp recovery seen in the second and third quarters this fiscal, and the expected healthy performance in the fourth quarter, will propel revenue to 75-80% of the pre-pandemic level," Crisil Ratings' senior director Anuj Sethi said.

"Revenue is expected to log a healthy 8-10% growth next

The apparel retailers' profitability, which could barely break even in the last fiscal, should log operating margins of 5-7% this fiscal, compared with 9% recorded during the pre-pandemic time

fiscal as well, on sustained footfalls and waning impact of the pandemic, but will still be lower than the pre-pandemic level," he added.

With retail operations curtailed over the past two years, B&M retailers have augmented their omni-channel presence. Consequently, the share of e-retail sales is seen at 8-9% this fiscal, compared with the pre-pandemic level of 4-5%.

Apparel retailers renegotiated rentals and entered into revenue-sharing agreements after the first wave of the pandemic. They have also limited seasonal collections, leading to inventory rationalisation and lower working capital requirement.

"Higher accruals and lower incremental working capital requirement will support the financial risk profiles of apparel retailers," Crisil Ratings' director Gautam Shahi said.

First-ever profit for Mobikwik in Dec 2021 quarter

PRESS TRUST OF INDIA
New Delhi, March 9

IPO-BOUND FINTECH firm Mobikwik became profitable in the December 2021 quarter and expects to close the current financial year with almost two times growth in revenue, a top company official has said.

Mobikwik co-founder and Chief Operating Officer Upasana Taku told PTI that the company recorded profit of around ₹7 crore in the third quarter of 2021-22, after losing money in the first and second quarters.

"In the last quarter, the company achieved profitability for the first time. We expect to be profitable in the fourth quarter as well. We expect our full financial year (FY) of 2022-23 to be profitable.

"This really validates our theory and the message that we have been giving that it is possible in the Indian fintech space to build a fast pace growth model while at the same time make money," Taku said. Sharing details of the nine-month period ended December 31, 2021, Taku said the company has achieved revenue of around ₹400 crore, which is 86 per cent growth on a year-on-year basis.

"Given this...we expect that we will be closing the year at Rs 550-600 crore which is two times of our last financial year," Taku said. In order to achieve ₹300 crore of revenue in FY'21, the company had a cash burn of ₹98 crore, which is negative 32 per cent in terms of EBITDA as percentage to revenue. "To reach this ₹400 crore we have overall losses of ₹78 crore for the nine month period, which is negative 19 per cent. This is a massive improvement from negative 32 per cent to 19 per cent for the nine month period," Taku said.

यूटीआई फ्लेक्सि कैप फंड- व्यापार स्थिरता पर जोर देता एक फ्लेक्सि कैप पोर्टफोलियो

एजेंसी। एक यथार्थवादी वित्तीय लक्ष्य निर्धारित करना किसी भी निवेशक के लिए सफल निवेश की दिशा में पहला कदम है। एक निवेश विकल्प की तलाश करते समय जो आपको लगातार पुरस्कृत कर सकता है, यह महत्वपूर्ण है कि लंबी अवधि में उच्चतम परिणाम के लिए इससे जुड़े जोखिम को समझना भी महत्वपूर्ण है। म्यूचुअल फंड विकल्प को वित्तीय लक्ष्यों को पूरा करने के लिए खोजा जा सकता है, जिसमें कम और लंबी अवधि के लिए, जबकि परिसंपत्ति वर्ग में उत्पादों की विस्तृत श्रृंखला से निवेश करना चुनते हैं। यहां एक म्यूचुअल फंड उत्पाद श्रेणी है जिसे निवेशक लंबी अवधि के धन सृजन लक्ष्यों को पूरा करने के लिए निवेश कर सकते हैं। फ्लेक्सि-कैप फंड ओपन-एंडेड इक्विटी फंड



हैं, जो कुल संपत्ति का कम से कम 65% विभिन्न बाजार पूंजीकरणों में कंपनियों की इक्विटी परिसंपत्तियों में निवेश किया जाता है, जैसे कि लार्ज-कैप, मिड-कैप या स्मॉल-कैप फंड। यूटीआई फ्लेक्सि कैप फंड श्रेणी में सबसे पुराने फंडों में से एक है (1992 में लॉन्च किया गया) और लगातार प्रदर्शन का दीर्घकालिक ट्रैक रिकॉर्ड रखता है। फंड में 24,000 करोड़ रुपये से अधिक का कोष है और 18 लाख से अधिक निवेशकों ने भरोसा किया (28 फरवरी 2022 तक)। यूटीआई म्यूचुअल फंड की यह पेशकश

किसी भी लंबी अवधि के निवेशक के लिए उपयुक्त है जो फंड की तलाश में है जो निवेशकों के लिए आर्थिक मूल्य बनाने की क्षमता वाले गुणवत्ता वाले व्यवसायों में निवेश करने का प्रयास करता है। यूटीआई फ्लेक्सि कैप फंड का निवेश दर्शन गुणवत्ता, विकास और मूल्यांकन के तीन स्तंभों पर निर्मित है। पोर्टफोलियो रणनीति उन व्यवसायों पर ध्यान केंद्रित करने की होती है, जो लंबे समय तक मजबूत विकास दिखाने की क्षमता रखते हैं और अनुभवी प्रबंधन द्वारा चलाए जाते हैं। 'गुणवत्ता' एक लंबी अवधि में हाई रिटर्न ऑन कैपिटल एम्प्लॉयड (आरओसीडी) या इक्विटी पर रिटर्न (आरओई) को बनाए रखने के लिए एक व्यवसाय की क्षमता को दर्शाता है। वास्तव में उच्च गुणवत्ता वाले

व्यवसाय वे हैं जो अपने उद्योग या क्षेत्र के लिए कठिन समय के दौरान भी उच्च आरओसीडी और आरओई उत्पन्न करने में सक्षम हैं और इसलिए हर समय अपनी पूंजी की लागत से ऊपर काम करते हैं। ज्यादातर बार हाई आरओसीडी/आरओई वाला व्यवसाय मजबूत नकदी प्रवाह उत्पन्न करने में सक्षम होगा और ये मजबूत नकदी प्रवाह आर्थिक मूल्य सृजन का स्रोत बन जाते हैं। दूसरी ओर 'विकास' व्यवसाय के लिए दीर्घकालिक सेकुलर डेवलपमेंट (विकास) को दर्शाता है। फंड उन व्यवसायों पर जोर देता है जिनके पास च 'यी' और अप्रत्याशित विकास के बजाय स्थिर और अनुमानित विकास प्रक्षेपण है। चक्रीय वृद्धि या गिरावट बहुत तेज और अप्रत्याशित हो सकती है और निवेशकों को

किसी भी दिशा में आश्चर्यचकित कर सकती है, जबकि सेकुलर विकास लंबे समय में भविष्य के परिणामों के मामले में अपेक्षाकृत अधिक निश्चितता के साथ आती है। जबकि उच्च गुणवत्ता वाले व्यवसाय आर्थिक मूल्य बनाते हैं, उच्च विकास व्यवसाय इस आर्थिक मूल्य के च वृद्धि को सक्षम बनाता है। यही कारण है कि स्टॉक चयन के लिए फंड का पसंदीदा बिन्दु गुणवत्ता और विकास का इंटरसेक्शन है। फंड के निवेश दर्शन का अंतिम स्तंभ 'मूल्यांकन' है। एक शून्यदर व्यवसाय में प्रवेश बिंदु के रूप में मूल्यांकन बहुत महत्वपूर्ण है और इसलिए किसी को स्टॉक में प्रवेश करने से पहले इसका बहुत सावधानी से अध्ययन करना चाहिए।

कोरोना महामारी... पृष्ठ 1 का शेष... भी दी गई। जरूरतमंदों को भोजन के पैकेट, राशन सामग्री का वितरण करवाया। इसके अलावा आर्थिक सहयोग भी प्रदान किया। जरूरतमंदों को ऑक्सिजन सिलेण्डर भी उपलब्ध करवाए।

कारोबार में क्या दिक्कतें आ रही हैं? अजय के. गुप्ता: हमारे कारोबार में कोई दिक्कत नहीं है। लगातार काम आगे बढ़ ही रहा है। आगे और बेहतर स्थिति में होगा, ऐसी पूरी उम्मीद है।

वर्तमान परिस्थितियों में सुधार के लिए आप सरकार से क्या सहयोग चाहते हैं?

अजय के. गुप्ता: सरकार ऐसी परिस्थिति में जितना बन सकता है छोटे और मझौले उद्योग धंधों को पूरा सहयोग करती ही है। पर मेरा मानना है कि उद्यमियों को भी ऐसे समय में नई सोच या तकनीक के साथ काम को अंजाम देना चाहिए, जिससे उनके उत्पादकता में कोई कमी नहीं आ सके। सरकार से कोई अपेक्षा नहीं करनी चाहिए, क्योंकि उन्हें हम ही राजस्व उपलब्ध करवाते हैं। अगर हम ही हार मान जाएंगे तो सारी व्यवस्थाएं ढाँढ़ा जाएगी।

बैंक ऑफ बड़ौदा द्वारा 'बैंकिंग में साइबर अपराध' विषय पर अखिल भारतीय सेमिनार का आयोजन किया गया

एजेंसी। बैंक ऑफ बड़ौदा ने सार्वजनिक क्षेत्र के बैंकों, बीमा कंपनियों एवं अन्य वित्तीय संस्थानों हेतु 'बैंकिंग में साइबर अपराध' विषय पर मैसूरु (कर्नाटक) में अखिल भारतीय सेमिनार का आयोजन किया। सेमिनार का उद्घाटन बैंक के मुख्य महाप्रबंधक (परिचालन) अजय कुमार खोसला एवं विशिष्ट अतिथि के रूप में उपस्थित कर्नाटक पुलिस की आर्थिक अपराध शाखा (सीआईडी) के पुलिस अधीक्षक एम डी शरत द्वारा किया गया। सेमिनार की प्रारंभिक पर प्रकाश डालते हुए बैंक के उपमहाप्रबंधक एवं प्रमुख (राजभाषा एवं संसदीय समिति) संजय सिंह ने कहा कि बैंक द्वारा



लगातार 8 वर्षों से हिंदी माध्यम में इस तरह के अखिल भारतीय सेमिनार का आयोजन किया जाता रहा है जिसमें एक ज्वलंत विषय पर बैंकों, वित्तीय संस्थानों एवं बीमा कंपनियों के स्टाफ सदस्यों से हिंदी में आलेख आमंत्रित किए जाते हैं एवं श्रेष्ठ आलेखों के लेखकों को प्रस्तुति हेतु सेमिनार में आमंत्रित किया जाता है। इस बार कोरोना के दौर में साइबर अपराधों एवं धोखाधड़ी में लगातार अत्यधिक बढ़ोतरी को ध्यान में रखते हुए 'बैंकिंग में

साइबर अपराध' विषय को हिंदी में विचार-मंथन हेतु चयनित किया गया। हिंदी में ऐसे सेमिनार के आयोजन का मकसद बैंक से जुड़े महत्वपूर्ण विषयों से संबंधित जानकारी आम लोगों की समझ में आनेवाली भाषा में उपलब्ध करवाना है। पुलिस अधीक्षक एम डी शरत ने साइबर क्षेत्र में होने वाली धोखाधड़ियों के स्वरूप एवं उनकी कार्यप्रणाली पर विस्तृत जानकारी देते हुए आम लोगों को इसके संबंध में जागरूक करने की आवश्यकता पर बल दिया।

निफ्टी फ्यूचर 16060 अंक महत्वपूर्ण स्तर...!!!

दिनांक 10.03.2022 शेयर बाजार में ट्रेडिंग के संबंध में...
दिनांक 09.03.2022 पर निफ्टी फ्यूचर क्लोजिंग प्राइस @ 16385 पॉइंट पर : अगले कारोबार के लिए संभवित निफ्टी फ्यूचर 16404 अंक के सबसे महत्वपूर्ण स्तर 16434 अंक, 16474 अंक को छू सकता है और सबसे महत्वपूर्ण 16060 अंक के मजबूत स्टॉपलॉस के साथ कारोबार कर सकता है। निफ्टी फ्यूचर में 16060 अंक महत्वपूर्ण स्टॉपलॉस के साथ सावधानी की स्थिति...!!!



निखिल भट्ट रिसर्च एनालिस्ट, सेबी

ट्रेड...!!!
मुद्दत फाइनेंस (1426) :- तकनीकी चार्ट के अनुसार 1403 रुपये के आसपास सकारात्मक ब्रेकआउट!! 1380 रुपये के सपोर्ट से खरीदा जा सकने वाला स्टॉक 1444 रुपये से 1450 रुपये तक के लक्ष्य भाव की संभावना है...!!!
टाटा स्टील (1260) :- पहला स्टॉप लॉस 1233 रुपये और दूसरा स्टॉप लॉस 1217 रुपये के साथ, निवेश उन्मुख आर्यन & स्टील/इन्टरम. प्रोडक्ट सेक्टर का यह शेयर 1274 रुपये से 1285 रुपये तक का तेजी का रुख दिखाएगा...!!!
एसबीआई लाइफ (1034) :- लाइफ इंश्योरेंस सेक्टर के शेयर में 1053 रुपये से 1060 रुपये तक की शॉर्ट टर्म ट्रेडिंग क्षमता है...!!! 1017 रुपये के अनुमानित स्टॉपलॉस पर एक नजर रखें...!!!
रामको सिमेंट (728) :- 01 रुपये का फेस वैल्यू वाला फंडामेंटल स्ट्रॉन्ग यह स्टॉक करीब 707 रुपये स्टॉप लॉस के साथ खरीदने के लिए उपलब्ध है। सिमेंट & सिमेंट प्रोडक्ट सेक्टर के इस स्टॉक में लगभग 737 रुपये से 744 रुपये तक लक्ष्य की संभावना है!!!
बाटा इंडिया (1789) :- तकनीकी चार्ट के अनुसार फ्यूचर सेक्टर के इस शेयर का लक्ष्य करीब 1773 रुपये से 1760 रुपये के आसपास के

मुनाफे पर बिकवाली होने की संभावना है। व्यापारिक उद्देश्यों के लिए 1760 रुपये का स्टॉपलॉस ध्यान में रखें...!!!
लार्सन एंड टूब्रो (1694) :- इस शेयर को 1717 रुपये के स्टॉप लॉस पर, लगभग 1730 रुपये में एक ओवरबोत स्थिति दर्ज करते हुए बेचा जा सकता है...!! इसकी कीमत 1680 रुपये से 1663 रुपये चरणों में दिखाने की संभावना है...!! 1744 रुपये के स्तर पर एक तेजी का माहौल...!!!
टेक महिंद्रा (1506) :- टेक्नोलॉजी सेक्टर का यह स्टॉक 1544 रुपये के स्टॉपलॉस के साथ बिक्री के लिए है। प्रतिक्रियात्मक कमी के साथ 1488 रुपये से 1473 रुपये के मूल्य स्तर के आसपास लक्ष्य की संभावना है... !!
एचसीएल टेक्नोलॉजी (1183) :- चार्ट के मुताबिक टेक्नोलॉजी सेक्टर के इस शेयर को करीब 1208 रुपये स्टॉपलॉस के साथ बेचकर 1160 रुपये से 1144 रुपये का टारगेट प्राइस रखने की संभावना है। ट्रेडिंग के लिए 1220 रुपये का सख्त स्टॉपलॉस का पालन करें!!!
सिपला लिमिटेड (981) :- इस शेयर को करीब 994/ 1008 रुपये का स्टॉपलॉस साथ बेचकर की टारगेट प्राइस 966 रुपये से लेकर 950 रुपये तक रखने की संभावना है. 1012 रुपये पर बुलिश ट्रेड...!!!
लेखक सेबी पंजीकृत अनुसंधान विश्लेषक और इन्वेस्टमेंट पोइन्ट के मालिक हैं। विशेष नोट:- डिस्कलमर / नीति / शर्तें www.nikhilbhatt.in के अधीन...!!!
नोट: शेयरों में निवेश करने से पूर्व निवेशकों को वित्तीय सलाहकार की सलाह लेनी चाहिए।



09.03.2022 पर बैंक निफ्टी फ्यूचर क्लोजिंग प्राइस @ 33948 पॉइंट पर :- अगले कारोबार के लिए संभवित बैंक निफ्टी फ्यूचर 34074 अंक के सबसे महत्वपूर्ण स्तर 34174 अंक, 34303 अंक को छू सकता है और सबसे महत्वपूर्ण 33003 अंक के मजबूत स्टॉपलॉस के साथ कारोबार कर सकता है। बैंक निफ्टी फ्यूचर में 34303 अंक महत्वपूर्ण स्टॉपलॉस के साथ सावधानी की स्थिति...!!!
अब नजर डालते हैं फ्यूचर्स स्टॉक सम्बंधित मूवमेंट पर...!!!
इन्फोसिस लि. (1822) :- टेक्नोलॉजी गुप की इस अग्रणी कंपनी के शेयर की कीमत फिलहाल 1808 रुपये के आसपास है। 1787 रुपये के सख्त स्टॉप लॉस के साथ खरीदा जा सकने वाला यह स्टॉक कम समय में 1838 रुपये से 1844 रुपये की निर्धारित लक्ष्य की संभावना है... !! 1850 रुपये पर बुलिश

(This is only an advertisement for information purposes and not a prospectus announcement)

SWARAJ SUITING LIMITED

Our Company was originally incorporated as "Swaraj Suiting Private Limited" on June 9, 2003 vide certificate of incorporation bearing Corporate Identity No.U18101RJ2003PTC018359 under the provisions of Companies Act, 1956 issued by the Registrar of Companies, Rajasthan, Jaipur. Subsequently, the company was converted into Public Limited Company vide a fresh certificate of incorporation issued by ROC-Jaipur, consequent upon conversion from Private Limited to Public Company dated September 22, 2020 in the name of "Swaraj Suiting Limited". The Corporate Identification Number of our Company changed to U18101RJ2003PLC018359. For further details, please refer to section titled "Our History and Certain Corporate Matters" beginning on page no 98 of the Prospectus.

Registered & Corporate office: F-483 To F-487, RIICO Growth Centre Hamirgarh-311025, Bhillwara, Rajasthan, India Contact Person: Mr. Rahul Kumar Verma, Company Secretary & Compliance Officer; Tel No: 9660630663 E-Mail ID: cs@swarajsuiting.com; Website: www.swarajsuiting.com;

OUR PROMOTERS: (I) MOHAMMED SABIR KHAN, (II) Mrs. SAMAR KHAN AND (III) Mr. NASIR KHAN

INITIAL PUBLIC OFFER OF 19,08,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH ("EQUITY SHARES") OF SWARAJ SUITING LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹56/- PER EQUITY SHARE, INCLUDING A SHARE PREMIUM OF ₹46/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO ₹1068.48 LAKHS ("THE ISSUE"), OF WHICH 96,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹56/- PER EQUITY SHARE, AGGREGATING TO ₹53.76 LAKHS WILL BE RESERVED FOR SUBSCRIPTIONS BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 18,12,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹56/- PER EQUITY SHARE, AGGREGATING TO ₹1014.72 LAKHS IS HERE IN AFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.50% AND 25.17% RESPECTIVELY OF THE POST ISSUE PAIDUP EQUITY SHARE CAPITAL OF THE COMPANY.

All the investors applying in a public issue shall use only Application Supported by Blocked Amount (ASBA) facility for making payment providing details about the bank account which will be blocked by the Self Certified Syndicate Banks ("SCSBs") as per the SEBI circular CIR/CFD/POLICYCELL/11/2015 dated November 10, 2015. As an alternate payment mechanism, Unified Payments Interface (UPI) has been introduced (vide SEBI Circular Ref: SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018) and SEBI Circular No. SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 08, 2019 as a payment mechanism in a phased manner with ASBA for applications in public issues by retail individual investors. For further details, please refer to section titled "Issue Procedure" beginning on page 186 of the Prospectus. In case of delay, if any in refund, our Company shall pay interest on the application money at the rate of 15 % per annum for the period of delay.

THIS OFFER IS BEING MADE IN TERMS OF CHAPTER IX OF THE SEBI (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENT) REGULATIONS, 2018 (THE "SEBI ICOR REGULATIONS") READ WITH RULE 19(2)(b)(ii) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET OFFER TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 25(3)(2) OF THE SEBI (ICDR) REGULATIONS, 2018. (For further details please see "The Issue" beginning on page no. 29 of the Prospectus.) A copy is delivered for filing to the Registrar of Companies as required under sub-section 4 of Section 26 of the Companies Act, 2013.

For further details please refer the section titled "Issue Procedure" beginning on page 186 of the Prospectus

FIXED PRICE ISSUE AT ₹ 56/- PER EQUITY SHARE

THE FACE VALUE OF THE EQUITY SHARES IS ₹10/- EACH AND THE ISSUE PRICE IS 5.6 TIMES OF THE FACE VALUE OF THE EQUITY SHARES. THE APPLICATION MUST BE FOR A MINIMUM OF 2,000 EQUITY SHARES AND IN MULTIPLES OF 2,000 EQUITY SHARES THEREAFTER. FOR FURTHER DETAILS PLEASE REFER TO "SECTION XI - ISSUE INFORMATION" BEGINNING ON PAGE 179 OF THE PROSPECTUS.

ISSUE PROGRAMME **ISSUE OPENS ON : 15-MARCH-2022**
ISSUE CLOSURES ON: 17-MARCH-2022

ASBA*
Simple, Safe, Smart way of Application!!!
Mandatory in public issue. No cheque will be accepted
UPI now available in ASBA for retail individual investors.

*ASBA has to be availed by all the Investors. UPI may be availed by Retail Individual Investors. For details on the ASBA and UPI process, please refer to the details given in ASBA form and General Information Documents and also please refer to the section "Issue Procedure" beginning on page 186 of the Prospectus.

CONTENTS OF THE MEMORANDUM OF THE COMPANY AS REGARDS TO ITS OBJECTS: For information on the main objects of the Company, please see "Our History And Certain Other Corporate Matters" on page 98 of the Prospectus and Clause III of the Memorandum of Association of the Company. The Memorandum of Association of the Company is a material document for inspection in relation to the Offer. For further details, please see "Material Contracts and Documents for Inspection" on page 230 of the Prospectus.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE: The authorised share capital, issued, subscribed and paid up share capital of the Company as on the date of the Prospectus is as follows: The Authorised Share Capital of the Company is ₹ 1,150 lakhs divided into 1,15,00,000 Equity Shares of ₹10/- each. The Issued, Subscribed and Paid-up share capital of the Company before the Issue is ₹ 529.21 lakhs divided into 52,92,130 Equity Shares of ₹10/- each. Proposed Post Issue capital: ₹ 720.01 lakhs divided into 72,00,130 Equity Shares of ₹10/- each. For details of the Capital Structure, see the section "Capital Structure" on the page 40 of the Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed for by them at the time of signing of the Memorandum of Association: Equity Shares of face value of ₹ 10/- each were allotted to Mohammed Sabir Khan - 5,000 equity shares and Samar Khan - 5,000 equity shares

LIABILITY OF MEMBERS: Liability of members of Company is Limited.

RISK IN RELATION TO THE FIRST ISSUE: This being the first issue of the issuer, there has been no formal market for the securities of the issuer. The face value of the equity shares is ₹10/- each and the issue price is 5.6 times of face value of the equity share. The issue price should not be taken to be indicative of the market price of the equity shares after the equity shares are listed.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
<p>FINSHORE MANAGEMENT SERVICES LIMITED Anandlok Building, Block-A, 2nd Floor, Room No. 207, 227 A.J.C Bose Road, Kolkata-700020, West Bengal Contact Person: Mr. S. Ramakrishna Iyengar Telephone: 033 - 22895101 Email: ramakrishna@finshoregroup.com Website: www.finshoregroup.com Investor Grievance Email: info@finshoregroup.com SEBI Registration No: INM000012185 CIN No: U74900WB2011PLC169377</p>	<p>BIGSHARE SERVICES PRIVATE LIMITED 1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri East, Mumbai-400059 Contact Person: Mr. Swapnil kate Tel: 022-62638200 ; Fax No: 022-62638280 E-mail: ipo@bigshareonline.com Investor Grievance Email: investor@bigshareonline.com Website: www.bigshareonline.com SEBI Registration No: INR000001385 CIN No: U99999MH1994PTC076534</p>	<p>Mr. Rahul Kumar Verma Swaraj Suiting Limited F-483 To F-487, RIICO Growth Centre Hamirgarh-311025, Bhillwara, Rajasthan, India Tel No: +91 9660630663 Email: cs@swarajsuiting.com Website: www.swarajsuiting.com</p> <p>Investors may contact our Company Secretary and Compliance Officer and / or the Registrar to the Issue and / or the Lead Manager, 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 or refund orders, etc.</p>

Availability of Prospectus : Investors should note that investment in Equity Shares involves a high degree of risk and investors are advised to refer to the Prospectus and the Risk Factor contained therein, before applying in the Issue. Full copy of the Prospectus shall be available at the website of SEBI at www.sebi.gov.in; the website of the Stock Exchange at www.nseindia.com, the website of Lead Manager at www.finshoregroup.com and website of Issuer Company at www.swarajsuiting.com

Availability of Application form : The application forms can be obtained from the Registered Office of **SWARAJ SUITING LIMITED** and the Lead Manager to the Issue - **Finshore Management Services Limited**. Application Forms will be available at the selected location of registered brokers, Banker to the Issue, RTA and Depository Participants. Application Forms can be obtained from the website of Stock Exchange and the Designated Branches of SCSBs, the list of which is available on the website of NSE & SEBI.

Applications Supported by Blocked Amount (ASBA): Investors have to compulsorily apply through the ASBA process. ASBA has to be availed by all the investors. The investors are required to fill the application form and submit the same to the relevant SCSB's at the specific locations or registered brokers at the broker centres or RTA or DP's. The SCSB's will block the amount in the account as per the authority contained in application form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund. The ASBA application forms can also be downloaded from the website of NSE. ASBA application forms can be obtained from the Designated Branches of SCSB's, the list of banks that are available on website of SEBI at www.sebi.gov.in and website of Stock Exchange at www.nseindia.com. For more details on ASBA process, please refer to the details given in application forms and Prospectus and also please refer to the Section "Issue Procedure" beginning on page 186 of the Prospectus.

UNIFIED PAYMENTS INTERFACE (UPI): Investors are advised to carefully refer SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018 and SEBI Circular No. SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 08, 2019 and SEBI Circular No. SEBI/HO/CFD/DIL2/P/CIR/2021/570 dated June 2, 2021 for details relating to use of Unified Payments Interface (UPI) as a payment mechanism with Application Supported by Block Amount (ASBA) for applications in public issues by retail individual investors.

BANKER TO THE ISSUE/SPONSOR BANK: ICICI Bank Limited
Investors should read the Prospectus carefully, including the Risk Factors beginning on page 19 of the Prospectus before making any investment decision.

For **SWARAJ SUITING LIMITED**
On behalf of the Board of Directors
Sd/-
Mohammed Sabir Khan
Managing Director

SWARAJ SUITING LIMITED is proposing, subject to market conditions and other considerations, a public issue of its Equity Shares and has filed the Prospectus with the Registrar of Companies, Jaipur, Rajasthan. The Prospectus is available on the website of the SEBI at www.sebi.gov.in, the website of the Lead Manager at www.finshoregroup.com, website of the NSE at www.nseindia.com and website of Issuer Company at www.swarajsuiting.com. Investor Should note that investment in Equity Shares involves a high degree of risk. For details investors should refer to and rely on the Prospectus, including the section titled "Risk Factors" beginning on page 19 of the Prospectus. The Equity Shares have not been and will not be registered under the US Securities Act ("the Securities Act") or any state securities laws in United States and will not be issued or sold within the United States or to, or for the account or benefit of U.S. persons" (as defined in Regulation S under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act, 1933.