

**COMMON
APPLICATION
FORM**

SUNGOLD MEDIA AND ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - NR

CIN : U22100GJ1995PLC024944
(Formerly Known as Shree Krishna Holiday Home and Farms Limited)
Registered Office: 13, Radhakrushna Mandir Compound, Rajpipla, Nandod, Narmada - 393145, Gujarat, India
Telephone: +91 9099018633; Email: info@sungoldmediaent.com ; Website: www.sungoldmediaent.com

**FOR NON-RESIDENT
INCLUDING ELIGIBLE NRIs,
FPIs OR FVCIs ETC. APPLYING
ON A REPATRIATION BASIS**



To,
The Board of Directors
SUNGOLD MEDIA AND ENTERTAINMENT LIMITED

FIXED PRICE SME ISSUE
ISIN - INE266S01011

Application
Form No. _____

Date : _____

BROKER'S / SCSB / DP / RTA STAMP & CODE	SUB-BROKER'S / SUB-AGENT'S STAMP & CODE	1. NAME & CONTACT DETAILS OF SOLE/FIRST APPLICANT
SCSB / BANK BRANCH STAMP & CODE	SCSB / BANK BRANCH SERIAL NO.	Mr. / Ms. _____
		Address _____
		_____ Email _____
		Tel. No (with STD code) / Mobile _____
		2. PAN OF SOLE/FIRST APPLICANT

3. INVESTOR'S DEPOSITORY ACCOUNT DETAILS	<input type="checkbox"/> NSDL	<input type="checkbox"/> CDSL	6. INVESTOR STATUS
			<input type="checkbox"/> Non-Resident Indians (Repatriation basis) NRI
			<input type="checkbox"/> FII or Sub Account not a Corporate / Foreign Individual FII
			<input type="checkbox"/> FII Sub Account Corporate/ Individual FII SA
			<input type="checkbox"/> Foreign Venture Capital Investor FVCI
			<input type="checkbox"/> Foreign Portfolio Investors FPI
			<input type="checkbox"/> Others (Please Specify) OTH

For NSDL enter 8 Digit DP ID followed by 8 Digit Client ID / For CDSL enter 16 Digit Client ID.

4. APPLICATION DETAILS		5. CATEGORY	
No. of Equity Shares of ₹ 10/- each applied at the Issue Price i.e. at ₹ 10/- per share ¹		<input type="checkbox"/> Retail Individual	
(In Figures) _____	(In Words) _____	<input type="checkbox"/> Non-Institutional	
ALLOTMENT WILL BE IN DEMAT MODE ONLY ²		<input type="checkbox"/> QIB	

¹ Please note that applications must be made in minimum of 10,000 shares and further multiples of 10,000 shares accordingly.
² Please note that the equity shares on allotment will be allotted only in the dematerialized mode on the SME Platform of BSE.

7. PAYMENT DETAILS	PAYMENT OPTION : Full Payment
Amount Blocked (₹ in Figures) _____	(₹ in words) _____
ASBA Bank A/c No. _____	
Bank Name & Branch _____	

I/WE (ON BEHALF OF JOINT APPLICANTS, IF ANY), HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS APPLICATION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT ("GID") FOR INVESTING IN THE PUBLIC ISSUE AND HEREBY AGREE AND CONFIRM THE "INVESTOR UNDERTAKING" AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT APPLICANTS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE APPLICATION FORM GIVEN OVERLEAF.

8 A. SIGNATURE OF SOLE / FIRST APPLICANT	8 B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER (s) (AS PER BANK RECORDS)	BROKER / SCSB / DP / RTA STAMP (Acknowledging upload of Application in Stock Exchange System)
	I/We authorize the SCSB to do all acts as are necessary to make the application in the issue	
Date: _____, 2018	1) _____	
	2) _____	
	3) _____	

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SUNGOLD MEDIA AND ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - NR

Acknowledgement Slip for Broker/SCSB/ DP/RTA

Application Form No. _____

DPID / CLID _____	PAN of Sole/First Bidder _____
Amount Blocked (₹ in figures) _____	Bank & Branch _____
ASBA Bank A/c No. _____	Stamp & Signature of SCSB Branch _____
Received from Mr./Ms. _____	
Telephone / Mobile _____	Email _____

TEAR HERE

SUNGOLD MEDIA AND ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE - NR	In Figures	In Words	Stamp & Signature of SCSB/Broker/ DP/RTA	Name of Sole / First Applicant
	No. of Equity Shares			
	Amount Blocked (₹)			
	ASBA Bank A/c No.: _____			Acknowledgement Slip for Applicant
	Bank & Branch: _____			
				Application Form no. _____

IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS INVESTOR'S UNDERTAKING FOR APPLICATION FORM

(IN CASE OF A JOINT APPLICATION, THE CONFIRMATIONS, AUTHORIZATIONS, UNDERTAKINGS AND REPRESENTATIONS MADE BY THE FIRST APPLICANT WILL BE DEEMED TO HAVE BEEN MADE ON BEHALF OF ALL JOINT APPLICANTS. THE FIRST APPLICANT SHALL BE LIABLE FOR ALL THE OBLIGATIONS ARISING OUT OF THE OFFER OF EQUITY SHARES.)

On the basis of the Company's Prospectus registered with ROC and having studied the attached details as per the memorandum in the nature of Form 2A, I/We hereby apply for application and subsequent allotment of the Equity Shares to me/us upto my/our application for maximum number of Equity shares at the issue price out of the above Public Issue. I/We hereby confirm that I am / We are eligible person to invest in this Issue in accordance with applicable laws. The amount payable on application as shown below is remitted herewith. I/We hereby agree to accept the Equity Shares applied for, or such lesser number of Equity Shares as may be allotted to me/us, subject to the terms of the Prospectus, the Application Form and other applicable laws. I/We undertake that I/we will sign all such other documents and do all such acts, if any, necessary on my/our part to enable me/us to be registered as the holder(s) of the Equity Shares which may be allocated/allotted to me/us. I/We authorise you to place my/our name(s) on the Register of Members of the Company as holders of the Equity Shares that may be allocated/allotted and to register my/our address(es) as given below. I/We note that in case of QIB applicant, the (i) SCSB and (ii) the LM have the right to reject the application at the time of acceptance of application form provided that the reasons for rejecting the same shall be provided to applicant in writing, whereas it has the right to reject it from Non-Institutional applicant and retail individual applicant, the Company in consultation with the LM would have a right to reject the application only on technical grounds and/ or as specified in the Prospectus. In the event, the amount paid by me/us is not correct, I/we understand that this application will be rejected. It is clearly understood that the shares allotted to me/us would be pari passu in all respects including dividend.

Nationality and Residency (Tick whichever is applicable in the box and strike out whichever is not applicable in text).

I/We confirm that : (1) I am/We are Indian(s) of Indian Origin residing abroad / FPIs / FVCI and that I/we have remitted funds for Equity Shares applied for herein through normal banking channels or out of the funds held in Non-Resident External (NRE) Account / Foreign Currency Non Resident (FCNR) Account in India; (2) I am/we are not applying for Equity Shares as nominee(s) of any person(s) who is/are not NRIs (3) I am/We are, Non Resident Indian applying for the said Equity Shares on my/our own behalf on repatriation basis (4) I am/We are, or at the time the Equity Shares are purchased will be, the beneficial owner of such Equity Shares; (5) I am/we are not an affiliate of the Company or a person acting on behalf of such affiliate; I am / We are not prohibited from accessing capital market under any order / ruling / judgement etc. of any regulatory authority including SEBI. I/We confirm that my/our application is in compliance with the applicable Indian and Foreign laws. The Equity Shares have not been, and will not be, registered under the U.S. Securities Act 1933, as amended (the "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 Securities Act. Accordingly, the Equity Shares will be offered and sold only outside the United States in compliance with Regulation S of Securities Act and the applicable laws of jurisdiction where those offers and sales occur. The Equity Shares have not been, and will not be, registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Applications may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction. I/We Confirm that the Equity Shares applied by me/ us do not exceed the relevant regulatory approvals/limits.

FOR QIB APPLICANTS: We confirm that the Maximum Equity Shares applied for by us do not exceed the relevant regulatory approvals/limits. I/We am/are not prohibited from accessing capital markets under any order/ruling/judgment of any regulatory, judicial or any other authority, including SEBI or under the provisions of any law, regulation or statute.

Further: (1) In accordance with ASBA process provided in the SEBI Regulations and as disclosed in the Prospectus, I/We authorize (a) the Lead Manager or the Collecting Agents or the Registered Brokers (at Broker Centers) or the SCSB or DP or the RTA as the case may be, to do all acts as are necessary to make the Application in the Issue, including uploading my/our Application, blocking or unblocking of funds in the bank account maintained with the SCSB as specified in the Application Form, transfer of funds to the Public Issue Account on receipt of instruction from Registrar to the Issue after finalization of Basis of Allotment. (2) In case the amount available in the specified bank account is insufficient, SCSB shall reject the Application. (3) I/We hereby authorize the Lead Manager or the Collecting Agents or the Registered Brokers (at Broker Centers) or the SCSB or DP or the RTA, as the case may be, to make relevant revisions as may be required to be done in the Application, in the event of a price revision.

INSTRUCTIONS FOR FILLING UP THE APPLICATION FORM

- The Applications should be submitted on the prescribed Application Form and in BLOCK LETTERS in ENGLISH only in accordance with the instructions contained herein and in the Prospectus. Applications not so made are liable to be rejected.
- Applicants should note that on the basis of name of the Applicants, PAN, Depository Participant's name, Depository Participant Identification number, Client ID and Beneficiary Account Number provided by them in the Application Form; the Registrar to the Issue will obtain from the Depository the demographic details registered with Depository Participant to be used for allotment, technical rejection or unblocking of ASBA Account. Hence, Applicants are advised to immediately update their details as appearing on the records of the depository participant. Please note that failure to do so could result in failure in allotment of Equity Shares, delays in unblocking of the ASBA Account of Applicants; at the Applicants sole risk and neither the LM nor the Registrar nor the SCSB nor the Company shall have any responsibility and the LM, the Registrar or Company will not undertake any liability for the same. Hence, Applicants should carefully fill in their Depository Account details in the Application Form. These Demographic Details would be used for all correspondence with the Applicants including mailing of the CANs / Allocation Advice. The Demographic Details given by Applicants in the Application Form would not be used for any other purpose by the Registrar to the Issue. By signing the Application Form, the Applicant would be deemed to have authorized the depositories to provide, upon request, to the Registrar to the Issue, the required Demographic Details as available on its records.
- TERMS OF PAYMENT / PAYMENT INSTRUCTIONS:** The entire Issue Price of ₹ 10/- per share is payable on application. In case of allotment of lesser number of Equity shares than the number applied, the Company shall unblock the excess amount paid on Application to the Applicants.
- Please tick category as applicable to ensure proper upload of Application in Stock Exchange System.
- Please tick investor status as applicable. Please ensure investor status is updated in your depository records.
- Cash/Stock invest/ money orders/ postal orders/ DD/ Cheque will not be accepted. All applicant on applying on a repatriation basis by using the Non- Resident Forms are required to authorise their SCSB to block their NRE/ FCNR ASBA Accounts and all NRI Applicants applying on a Non-Repatriation Basis by using Resident forms are required to authorise their SCSB to block their Non- Resident Ordinary (NRO) Accounts for the full application amount at the time of the submission of the Application Form, the NRI Applicants can obtain Application Form from the Company's Registered Office or from LM's Office. Applicants please ensure that your Bank has notified an SCSB Branch in the city where Application Form is being submitted.
- Name of Sole/ First Applicant should be exactly the same as it appears in the depository records. In case of Application jointly, only the name of the first Applicant (which should be the first name in which the beneficiary account is held) should be provided in the Application Form.
- The first applicant, should mention his/her PAN allotted under the Income Tax Act, and any Application Form without the PAN is liable to be rejected.
- Only the first Applicant is required to sign the application form/ revision form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Signature of bank account holder is mandatory.
- Other Instructions:** a. Application must be made only in the prescribed Application Form. b. All Applicants must participate in the Offer only through the ASBA process. c. Ensure that all applicable documents in support of Application are attached with the Application Form. d. Applicant should note that the Registered Brokers, Collecting Agent and / or SCSB's / DP/ RTA will not be liable for errors in data entry due to incomplete or illegible Application Form.
- Market Lot and Trading Lot:** The trading of the Equity Shares will happen in the minimum contract size of 10,000 Equity Shares and the same may be modified by BSE from time to time by giving prior notice to investors at large. Allocation and allotment of Equity Shares through this Offer will be done in multiples of 10,000 Equity Share subject to a minimum allotment of 10,000 Equity Shares to the successful applicants. For further details please refer to the section titled "Terms of the Issue" in the Prospectus.
- Maximum and Minimum Application Size:** (a) **For Resident Retail Individual Applicants:** The Application must be for a minimum of 10,000 Equity Shares. As the Application Price payable by the Applicant cannot exceed Rs. 2,00,000, they can make Application for upto 20,000 Equity Shares. (b) **For Other Applicants (Non Institutional Applicants and QIBs):** The Application must be for a minimum of such number of Equity Shares that the Application Amount exceeds Rs. 2,00,000 and in multiples of 10,000 Equity Shares thereafter. An Application cannot be submitted for more than the Issue Size. However, the maximum Application by a QIB investor should not exceed the investment limits prescribed for them by applicable laws. Under existing SEBI Regulations, a QIB Applicant and Non- Institutional Applicant cannot withdraw its Application or lower the size of their application at any stage. Applicants are advised to ensure that any single Application from them does not exceed the investment limits or maximum number of Equity Shares that can be held by them under applicable law or regulation or as specified in the Prospectus.
- Applicants may note that in case the DPID, Client ID and PAN mentioned in the Application Form and entered into the electronic biddings systems of the Stock Exchange do not match with the DP ID, Client ID and PAN available in the Depository database, the Application Form is liable to be rejected.

Note : Terms used but not defined herein shall have the meaning assigned to such terms in the Prospectus.

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<ul style="list-style-type: none"> In case of queries related to allocation / credit of allocated equity shares, the Investors should contact Registrar to the Issue. In case of Application submitted to the SCSBs, the Investors should contact the relevant SCSB. In case of queries related to upload of Application submitted to the Registered Broker /DP/RTA / Collecting Agent the Investors should contact the relevant intermediaries. 	<p>COMPANY CONTACT DETAILS</p> <p>SUNGOLD MEDIA AND ENTERTAINMENT LIMITED</p> <p>Registered Office: 13, Radhakrushna Mandir Compound, Rajpipla, Nandod, Narmada - 393145, Gujarat, India</p> <p>Tel: +91 9099018633</p> <p>Email: info@sungoldmediaent.com</p> <p>Website: www.sungoldmediaent.com</p> <p>Contact Person: Ms. Madhuri Niconkumar Mistry</p>	<p>REGISTRAR CONTACT DETAILS</p> <p>Satellite Corporate Services Private Limited</p> <p>Unit. No 49, Building No. 13 AB, 2nd Floor, Samhita Commercial Co-Op Society Ltd, Off Andheri Kurla Road, MTNL Lane, Sakinaka, Mumbai - 400 072.</p> <p>Tel.: +91-22- 28520461/462, Fax: +91-22- 28511809</p> <p>SEBI Registration No: INR000003639</p> <p>Email Id: service@satellitecorporate.com</p> <p>Website: www.satellitecorporate.com</p> <p>Contact Person: Mr. Michael Monteiro</p>
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IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS

**This is an abridged prospectus containing salient features of the Prospectus.
You are encouraged to read greater details available in the Prospectus.**

THIS DOCUMENT CONSISTS OF FOUR PAGES OF APPLICATION FORM ALONG WITH INSTRUCTIONS AND FIVE PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

You may obtain a physical copy of the Application form and the Prospectus from stock exchange, our Company, Lead manager, Non-Syndicate Registered Brokers, Registrar and Share Transfer Agents, Underwriters, Bankers to the Issue or Self Certified Syndicate Banks. You may also download the Prospectus from the websites of Securities and Exchange Board of India (“SEBI”), Lead Manager and Stock Exchange where the equity shares are proposed to be listed (Stock Exchange) that is www.sebi.gov.in, www.finshoregroup.com, and www.bsesme.com respectively. All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Prospectus.

**SUNGOLD MEDIA AND ENTERTAINMENT LIMITED**

(Formerly Known as Shree Krishna Holiday Home and Farms Limited)

Our Company was incorporated as Shree Krishna Holiday Home and Farms Limited on 09th Day of March, 1995 under the provisions of Companies Act, 1956 with Registrar of Companies, Gujarat bearing Registration No. 024944 having its registered office in Gujarat. Subsequently, the name and the object clause of the Company was changed from Shree Krishna Holiday Home And Farms Limited to Sungold Media and Entertainment Limited pursuant to the Certificate of Name change obtained by Registrar of Companies, Gujarat on June 30, 2017. Our Company's Corporate Identity Number is U22100GJ1995PLC024944

Registered Office: 13, Radhakrushna Mandir Compound, Rajpipla, Nandod, Narmada- 393145, Gujarat, India;

Company Secretary and Compliance Officer: Ms.Madhuri Niconkumar Mistry;

Email: cs@sungoldmediaent.com. **Telephone:** +91 9099018633. **Website:** www.sungoldmediaent.com

PROMOTERS OF OUR COMPANY: MR. RAJIV RAMESHCHANDRA KOTIA AND MR. RAJ RAJIV KOTIA

ISSUE DETAILS, LISTING AND PROCEDURE

PUBLIC OFFER OF 13,50,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (“EQUITY SHARES”) OF SUNGOLD MEDIA AND ENTERTAINMENT LIMITED (THE “COMPANY”) FOR CASH AT A PRICE OF ₹ 10/- PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ NIL PER EQUITY SHARE) (THE “OFFER PRICE”), AGGREGATING TO RS. 135.00 LACS (“THE OFFER”) THROUGH AN OFFER FOR SALE COMPRISING OF 13,50,000 EQUITY SHARES BY MR. RAJIV RAMESHCHANDRA KOTIA OF WHICH 70,000 EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH FOR CASH AT A PRICE OF ₹ 10/- PER EQUITY SHARE, AGGREGATING TO ₹ 7.00 LACS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE OFFER (THE “MARKET MAKER RESERVATION PORTION”). THE OFFER LESS MARKET MAKER RESERVATION PORTION I.E. OFFER OF 12,80,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH FOR CASH AT A PRICE OF ₹ 10/- PER EQUITY SHARE, AGGREGATING TO ₹128.00 LACS IS HERINAFTER REFERRED TO AS THE “NET OFFER”. THE OFFER AND THE NET OFFER WILL CONSTITUTE 27.00% AND 25.60% RESPECTIVELY OF THE FULLY DILUTED POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

This is an Offer for Sale (OFS) of 13,50,000 Equity Shares of face value of ₹ 10/- each and the minimum lot size is 10,000 Equity Shares and in multiples of 10,000 thereof and for which pre-issue advertisement shall be advertised in English national daily “Financial Express- English”, Hindi National Daily “Jan Satta” and regional daily “Financial Express-Gujarati” after registering Prospectus with the Registrar of Companies, Ahmedabad, Gujarat. For details of Basis for offer Price, please refer page no. 70 of the Prospectus.

Procedure:

If you wish to know about processes and procedures applicable to public issues, you may request for a copy of the General Information Document (GID) from LM or download it from the website of BSE (www.bsesme.com) and LM (www.finshoregroup.com).

ELIGIBILITY FOR THE ISSUE

This being an issue under Chapter XB of SEBI (ICDR) Regulations, 2009; Regulation 26(1)/26(2) SEBI (ICDR) Regulations, 2009 are not applicable. The company is eligible for the issue in terms of Regulation 106(M)(1) of SEBI (ICDR) Regulations, 2009.

INDICATIVE TIMETABLE

The below dates are indicative. However actual dates may vary.

Issue Opening Date	August 09, 2018 (Thursday)	Unblocking of funds from ASBA Account	August 21, 2018 (Tuesday)
Issue Closing Date	August 14, 2018 (Tuesday)	Credit of Equity Shares to demat accounts of Allottees	August 21, 2018 (Tuesday)
Finalisation of basis of allotment with the Designated Stock Exchange	August 20, 2018 (Monday)	Commencement of trading of Equity Shares on the Stock Exchange	August 23, 2018 (Thursday)

The above time table, other than issue opening and closing dates, is indicative in nature and does not constitute any obligation on the Company or the LM. While our Company shall ensure that all the steps for completion of all the necessary formalities for the listing and trading of our equity shares on the SME Platform of BSE are taken within 6 working days of the issue closing date, the time table may change due to various factors such as extension of the issue period by the Company or any delay in receiving final listing and trading approval from the BSE. The Commencement of the trading of Equity shares will be entirely at the discretion of the BSE SME Exchange in accordance with the applicable laws.

ATTENTION OF INVESTOR

Please ensure that you read the Prospectus, the General instructions contained in this Memorandum and the 'General Information Document (GID) for investing in Public Issues undertaken through the “Fixed price issue” before applying in the Issue. Unless otherwise specified, all terms used in this form shall have the meaning ascribed to such terms in the Prospectus. The investors are advised to retain a copy of Prospectus/Abridged Prospectus for their future reference.

GENERAL

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 investment. Investors are advised to read 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 risks involved. The Equity Shares 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 contents of the Prospectus. Specific attention of the investors is invited to the section titled “Risk Factors” beginning on page number 13 of the Prospectus and on page no.6 of this Abridged Prospectus.

PRICE INFORMATION OF LEAD MANAGER: FINSHORE MANAGEMENT SERVICES LIMITED

DISCLOSURE OF PRICE INFORMATION OF PAST ISSUES HANDLED BY FINSHORE MANAGEMENT SERVICES LIMITED: Refer Annexure-A

GENERAL INFORMATION

Names of Lead Manager and contact details	Finshore Management Services Limited Anandlok, Block-A, 2nd Floor, Room No. 207, 227 A.J.C. Bose Road, Kolkata-700020, India Telephone: +91-33-22895101 Facsimile: +91-33-22895101 Email: ramakrishna@finshoregroup.com Investor grievance email: info@finshoregroup.com Contact Person: Mr. S. Ramakrishna Iyengar Website: www.finshoregroup.com SEBI Registration Number: INM000012185
Names of Syndicate Members	Not Applicable
Name of Registrar to the Issue and contact details	Satellite Corporate Services Private Limited Unit. No 49, Building No. 13 AB, 2nd Floor, Samhita Commercial Co-Op Society Ltd, Off Andheri Kurla Road, MTNL Lane, Sakinaka, Mumbai – 400 072. Tel. : +91-22- 28520461/462, Fax : +91-22- 28511809 SEBI Registration No: INR000003639 Email Id: service@satellitecorporate.com Website: www.satellitecorporate.com Contact Person: Mr. Michael Monteiro
Name of Statutory Auditor	M/s. Bhatner & Company, Chartered Accountants
Legal Advisor to the Offer	Mr. Sudhir R. Mishra, Advocates, High Court
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture trustee, if any	Not Applicable
Self Certified Syndicate Banks	The list of banks is available on http://www.sebi.gov.in/sebiweb/home/detail/32791/no/List-of-Self-Certified-Syndicate-Banks-under-the-ASBA-facility
Non-Syndicate Registered Brokers	You can submit Application Forms in the Issue to Registered Brokers at the Broker Centres. The details of such Broker Centres, along with the names and contact details of the Registered Brokers are available on the website of the Stock Exchange (www.bseindia.com).
Details regarding website address(es)/link(s) from which the investor can obtain list of registrar to issue and share transfer agents, depository participants and stock brokers who can accept application from investor (as applicable)	The details of the Designated Registrar and Share Transfer Agents Locations and Designated Collecting Depository Participant Locations, along with their names and contact details are available on the websites of the Stock Exchange (www.bsesme.com) and updated from time to time

PROMOTERS OF ISSUER COMPANY

Mr. Rajiv Rameshchandra Kotia, aged 57 years, is the Promoter of our Company. He holds a degree of Bachelor of Commerce. He is also Chairman & Managing Director of Sungold capital Limited since last 26 years. He had worked as Finance Executive in Gujarat Credit Corporation Limited, looking after business of Leasing and Hire Purchase. He is multifaceted and brings diverse skills to run different businesses. He aspires to achieve greater heights in all business ventures.

Mr. Raj Rajiv Kotia, (Son of Mr. Rajiv Rameshchandra Kotia) aged 26 years, is Promoter cum Managing Director & C.F.O. of our Company. He holds a degree of Bachelor of Commerce. He has worked as an Assistant Editor at Studio Sound N Vision and Assistant Editor at Balaji Telefilms for six months. He was a laptop engineer and Hardware Engineer at Ever-N-Ever Distributors and Apex Techno Ahmedabad. He was an Event Organizer at G.L.S College, Ahmedabad. He is associated with our company since June 30, 2017.

For Further details on : “**Our Promoters and Promoter Group**” refer Page 119 of the Prospectus

Our Company was incorporated as “Shree Krishna Holiday Home and Farms Limited” in Ahmedabad, Gujarat under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated March 09, 1995 bearing Registration Number 024944 issued by the Registrar of Companies, Ahmedabad, Gujarat. We have obtained the Certificate of Commencement dated March 22, 1995.

Subsequently, the name and the object clause of the Company was changed from Shree Krishna Holiday Home And Farms Limited to Sungold Media and Entertainment Limited pursuant to a special resolution passed by our Shareholders at the EGM held on April 24, 2017. A fresh certificate of incorporation consequent upon change of name and object clause was issued on June 30, 2017 by Registrar of Companies, Ahmedabad, Gujarat. The Corporate Identification Number of our Company is U22100GJ1995PLC024944.

Earlier The Company was engaged in the business of marketing, development and maintenance of Farm Houses, Holidays Resorts, and Housing Society etc. Pursuant to the change of object, we are currently engaged in the media and entertainment services.

We provide a complete solution for branding of clients business. We do graphics design, web site design, Video Editing, Digital Marketing, Photography, Videography, Mobile App Development, Celebrity Management and distribution services. We design and develop optimal solutions that maximize our clients brand image. We deliver value in terms of Quality and Cost. We excel in customer service and support and intend to increase our visibility through use of digital channel as well as social media platforms to provide extensive and end to end services to clients

Our Services includes:**Development of Web Portals**

We are developing a number of web portals like www.liveupdates.co.in, www.entertainment365.in, and www.gujaratdevelopment.cometc which is owned and maintained by the company for the promotions of different area of business activities. Further, we also develop web portals for third party owned by them and maintained by us.

Digital Marketing Services:

We do digital marketing and promotions for our clients in several social media sites like:

- Blog
- Whatsapp
- Face book
- Twitter
- YouTube
- Instagram etc.

Designing Services:

- Files
- Logo
- I-Cards
- Bill Books
- Envelopes
- Letterheads
- Copy Book and Receipt Book
- Brochure
- Booklets
- Challan Book
- Catalogue
- Fex, Flyers
- Leaflets etc
- Registration Pads

Website Designing

- NET
- Static
- Responsive
- Php
- Dynamic
- E-Commerce website
- Umbraco
- Word press
- Majento

Video Editing Services:

- Product Video
- Corporate Video
- Animation
- Movie
- TV Serial
- Advertisement
- Music Album
- Colour Grading

Photography Services:

- High Fashion
- Beauty
- Advertising
- Celebrities
- Marriage Shoot and more

For further details of our business, please refer chapter titled 'Our Business' on page no.91 of the Prospectus.

For further details of Industry overview, please refer chapter titled 'About the company and The Industry' on page no.74 of the Prospectus.

For further details of approvals received and pending government approvals, please refer chapter titled 'Government and Other Key Approvals' on page no.152 of the Prospectus.

PROMOTERS OF ISSUER COMPANY

Name	Designation	Experience
Mr. Raj Rajiv Kotia	Managing Director cum C.F.O	Mr. Raj Rajiv Kotia, aged 26 years, is the Managing Director of our Company. He holds a degree of Bachelor of Commerce. He has worked as an Assistant Editor at Studio Sound N Vision, and Assistant Editor at Balaji Tele films for six months. He was a laptop engineer and Hardware Engineer at Ever-N-Ever Distributors and Apex Techno Ahmedabad. He was an Event Organizer at G.L.S College, Ahmedabad. He is associated with our company since June 30, 2017
Mr. Keyur Sharadchandra Gandhi	Non-Executive Director	Mr. Keyur Sharadchandra Gandhi, aged 43 Years, is the Non-Executive Director of our Company. He has worked as an editor of weekly financial analysis Newspaper "Sharonomics" for 3 years and has 10 years' experience in accounts and administration of his own petroleum business. He is also having around 15 years' experience in the print and Electronic Media. He is associated with our Company since October 11, 2013.
Mr. Amit Rameshbhai Kotia	Non-Executive Director	Mr. Amit Rameshbhai Kotia, aged 52 years, is Non-Executive Director of our company. He has vast experience in property development, administration in fund raising, marketing, also holds good experience in placement in mutual funds and attracting foreign investments. He has expertise in raising funds at minimum cost and also has keen interest in real estate properties. He is associated with our company since November 10, 2017.
Mr. Harsh Bhupendrabhai Mehta	Independent Director	Mr. Harsh Bhupendrabhai Mehta, aged 30 years, is an Independent Director of our company. He has vast experience in Franchise business and has also appeared in civil service exam. He is associated with our company since March 22, 2018.
Ms. Resham Ajit Maniyar	Independent Woman Director	Ms. Resham Ajit Maniyar, aged 25 years, is an Independent Woman Director of our company. She is well versed experience with legal, Secretarial Knowledge. She is associated with our company since March 22, 2018.

OBJECT OF THE OFFER

The objects of the Offer are to achieve the benefits of listing the Equity Shares on the SME Platform of BSE and to carry out the offer for Sale of 13,50,000 Equity Shares by the Selling Shareholders. The listing of the Equity Shares will enhance our brand name and provide liquidity to the existing shareholders. The listing of the Equity Shares will also provide a public market for the Equity Shares in India. Our Company will not receive any proceeds from the Offer. For further details, see the section titled "*The Offer*" on page 36 of the Prospectus. **Accordingly, the requirements under Regulation 4 (2) (g) of the SEBI ICDR Regulations and Clause VII C of Part A of Schedule VIII of the SEBI ICDR Regulations (which requires firm arrangements of finance through verifiable means for 75% of the stated means of finance, excluding the Issue Proceeds and existing identifiable internal accruals) are not applicable.**

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues/rights issues, if any, of the Company in the preceding 10 years: Not Applicable

Name of monitoring agency, if any: Not Applicable

Terms of Issuance of Convertible Security, if any: Not Applicable

SHAREHOLDING PATTERN

Sr. No.	Particulars	Pre Issue number of shares	% Holding of Pre issue
1.	Promoter & Promoter Group	38,65,772	77.32
2.	Public	11,34,228	22.68
	Total	50,00,000	100.00

For further details refer "Capital Structure" on Page 54 to 65 of the Prospectus

Number/amount of Equity Shares proposed to be sold by selling shareholders, if any:

Sr. No.	Name of the Selling Shareholders	No. of Equity Shares Offered	(%) of the pre offer capital
1.	Mr. Rajiv Rameshchandra Kotia	13,50,000	27.00
2.	Total	13,50,000	27.00

RESTATED AUDITED FINANCIALS

(Amount (₹) in Lakhs, except per share data)

Particulars	For the period ended February 28, 2018	For the year ended March 31,			
		2017	2016	2015	2014
Total income from operations (net)	44.73	59.71	56.31	34.96	14.93
Net Profit / (Loss) before tax and extraordinary items	3.95	7.49	12.70	9.25	1.32
Net Profit / (Loss) after tax and extraordinary items	2.67	5.32	8.81	6.31	0.91
Equity Share Capital	500.00	429.25	429.25	429.25	164.25
Reserves and Surplus	57.85	55.18	49.86	41.59	35.28
Net worth	557.85	484.44	479.11	470.84	199.52
Basic & Diluted earnings per share (Rs.) *	0.06	0.12	0.21	0.21	0.17
Return on net worth (%) *	0.48%	1.10%	1.84%	1.34%	0.46%
Net Asset Value Per Share (Rs)	11.16	11.29	11.16	10.97	12.15

*Figures for period ended February 28, 2018 are not annualised.

For further details refer "Financial information of the Company" starting from Page 123 of the Prospectus

INTERNAL RISK FACTORS

The below mentioned risks are top 5 risk factors as per the Prospectus.

1. Certain of our Promoter group and our Promoter, Directors are involved in certain legal proceedings.

Certain of our Promoter Group and our Promoter, Directors, are involved in certain legal proceedings. Market Regulator SEBI has imposed penalty on our Promoter, promoter group and directors for wrong disclosure of shareholding, non disclosure as per SEBI (Prohibition of Insider Trading) Regulation 1992, non disclosure as per SEBI (SAST) 1997 and violation of Section 11 C (3) read with Section 11(2)(I) of SEBI Act 1992.

2. Earlier the company was engaged in the business of marketing, development and maintenance of Farm Houses, Holidays Resorts, Housing Society etc. but no such statutory approvals, licenses, registration etc available.**3. The Registered Office of Our Company is not owned by us.****4. Our Company had negative cash flows from our operating activities, investing activities as well as financing activities in some of the previous year(s) as per the Restated Financial Statements.****5. We require certain approvals, permits and licenses in the ordinary course of business, and any failure or delay to obtain or renew them may adversely affect our operations.**

For further details please refer the chapter "Risk Factor" on page no. 13 of our Prospectus.

BASIS FOR OFFER PRICE

For "Basis for Offer Price" of the Company refer Page 70 of the Prospectus

GROUP ENTITIES OF OUR COMPANY

For "Group entities" of the Company refer Page 119 of the Prospectus

OUTSTANDING LITIGATION, CLAIMS AND REGULATORY ACTION

For further details of such cases and the cases filed by and against our Company, Director, Promoters, Promoter Group please see the chapter titled "Outstanding Litigation and Material Developments" beginning on page 147 of the Prospectus.

MATERIAL CONTRACTS AND DOCUMENTS FOR INSPECTION

The material contracts and agreements for inspection referred to hereunder, may be inspected at the Registered Office of our Company at 13, Radhakrushna Mandir Compound, Village- Rajpipla, Nandod Narmada- 393145, Gujarat, India from 11.00 a.m. to 3.00 p.m. on working days from the date of the prospectus until the Issue Closing Date.

For "Material Contracts and Documents for Inspection" refer Page 226 of the Prospectus

ANY OTHER IMPORTANT INFORMATION AS PER LEAD MANAGER/ISSUER/SELLING SHAREHOLDER

None

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 1956, and the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be, have been complied with and no statement made in the Prospectus is contrary to the provisions of the Companies Act, 1956, the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulations issued there under, as the case may be. We further certify that all statements in the Prospectus are true and correct.

DECLARATION BY THE SELLING SHAREHOLDER

I Rajiv Rameshchandra Kotia certify that all statements and undertakings made by it in this Prospectus about or in relation to itself and the Equity Shares offered by it in the Offer for Sale are true and correct.

Annexure A

DISCLOSURE OF PRICE INFORMATION OF PAST ISSUES HANDLED BY FINSHORE MANAGEMENT SERVICES LIMITED

Sr. No	Issue Name	Issue Size ₹ (Cr.)	Issue Price (₹)	Listing Date	Opening price on listing date	+/- % change in closing price, [+/- % change in closing benchmark]- 30th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark]- 90th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark]- 180th calendar days from listing
1.	East India Securities Ltd	92.74	920	13-03-18	921.9	+1.02 [+0.72]	1.08 [+4.80]	NIL

Financial Year	Total no. of IPOs	Total Funds Raised (Rs. in Cr.)	Nos. of IPOs trading at discount - 30th calendar day from listing day			Nos. of IPOs trading at premium - 30th calendar day from listing day			Nos. of IPOs trading at discount - 180th calendar day from listing day			Nos. of IPOs trading at premium - 180th calendar day from listing day		
			Over 50%	Between 25-50%	Over 50%	Over 50%	Between 25-50%	Over 50%	Over 50%	Between 25-50%	Over 50%	Over 50%	Between 25-50%	Over 50%
2016-17	0	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
2017-18	1	92.73	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
2018-19 ^	0	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

^ upto June 26, 2018

Source: Price information www.bseindia.com. Issue information from respective prospectus.

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**IN THE NATURE OF ABRIDGED PROSPECTUS – MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS
APPLICANT'S UNDERTAKING FOR REVISION FORM**

I/We (on behalf of joint applicants, if any) confirm that the Acknowledgement slip for my/our applications are enclosed for the revisions which are being requested. I/We agree to be bound by all the terms & conditions mentioned in the Bid cum Application Form submitted earlier by me/us.

I/We (on behalf of joint applicants, if any) authorise you to reject this Application Revision Form, in case any of the details of my existing Applications as appearing on the electronic system of the stock exchange do not tally with the details given in this Revision Form.

INSTRUCTIONS FOR FILLING UP THE APPLICATION REVISION FORM

- Name of Sole/ First Applicant should be exactly the same as it appears in the depository records.
- Total Amount payable must be calculated for the Equity Shares applied for at Issue Price. Total amount to be paid must be calculated net of total amount paid at the time of submission of Application Form. Applicants, please ensure that your Bank has notified a SCSB Branch in the city where Application Form is being submitted.
- Only the first applicant is required to sign the Application Form /Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. If the first applicant is not the account holder, ensure that the Application Form is signed by the account holder.
- Other Instructions: a. Revision to application must be made only in the prescribed Revision Form, as applicable. b. Applications must be completed in full, in BLOCK LETTERS in ENGLISH. Applicants should note that the Syndicate Members/ SCSBs/Collecting Agents/Registered Brokers/RTA/CDP will not be liable for errors in data entry due to incomplete or illegible Revision Forms. c. Ensure that Acknowledgement slip for your Application and any other applicable documents in support of the revision are attached with the Revision Form; and d. Applicant shall only be required to pay the amount in excess of their original application Amount (if any) upon an upward revision of their Application.

Issue Structure

Particulars	Net issue to public	Market Maker reservation Portion
Number of Equity Shares*	12,80,000 Equity Shares	70,000 Equity Shares
Percentage of Issue Size available for allocation	94.81% of the Issue Size; 25.60 % of the Post Issue Paid-up Capital	5.19% of the Issue Size; 1.40% of the Post Issue Paid-up Capital
Basis of Allotment/Allocation if respective category is oversubscribed	Proportionate subject to minimum allotment of 10,000 Equity shares and Further Allotment in multiples of 10,000 Equity Shares each. For Further details please refer to the section titled "Offer Structure" on Page 170 of the Prospectus	Firm Allotment
Mode of Application	All the Applicants shall make the Application (online or physical) through ASBA Process only	Through ASBA mode only
Minimum Application Size	For Other than Retail Individual Investors: Such number of Equity Shares in multiples of 10,000 Equity Shares such that the Application Value exceeds ₹ 2,00,000. For Retail Individuals: 10,000 Equity Shares at offer price of ₹ 10000 each.	70000 Equity shares at offer price of ₹10 each
Maximum Bid	For Other than Retail Individual Investors: The maximum application size is the Net Offer to public subject to limits the investor has to adhere under the relevant laws and regulations applicable. For Retail Individuals: Such number of Equity Shares in multiples of 10,000 Equity Shares such that the application value does not exceed ₹ 2,00,000.	70000 Equity shares at offer price of ₹10 each
Mode of Allotment	Compulsorily in dematerialised mode	Compulsorily in dematerialised mode
Trading Lot	10,000 Equity Shares	10,000 Equity shares. However the Market Maker may accept odd lots if any in the market as required under the SEBI (ICDR) Regulation 2009
Terms of Payment	Entire Application amount shall be payable at the time of submission of Application Form	

* As per Regulation 43(4) of the SEBI (ICDR) Regulations, as present Offer is a fixed price Offer 'the allocation' in the net offer to the public category shall be made as follows:

- Minimum fifty percent to Retail Individual Investors; and
- Remaining to Investors Other than Retail Individual Investors
- The unsubscribed portion in either of the categories specified in (a) or (b) above may be allocated to the applicants in the other category.

COMMON APPLICATION REVISION FORM

SUNGOLD MEDIA AND ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE REVISION - NR

FOR NON-RESIDENT INCLUDING ELIGIBLE NRIs, FPIs OR FVCI's ETC. APPLYING ON A REPATRIATION BASIS

CIN : U22100GJ1995PLC024944
(Formerly Known as Shree Krishna Holiday Home and Farms Limited)
Registered Office: 13, Radhakrushna Mandir Compound, Rajpipla, Nandod, Narmada - 393145, Gujarat, India
Telephone: +91 9099018633; Email: info@sungoldmediaent.com ; Website: www.sungoldmediaent.com



To,
The Board of Directors
SUNGOLD MEDIA AND ENTERTAINMENT LIMITED

FIXED PRICE SME ISSUE
ISIN - INE266S01011

Application Form No. _____ Date : _____

BROKER'S / SCSB / DP / RTA STAMP & CODE		SUB-BROKER'S / SU B-AGENT'S STAMP & CODE		1. NAME & CONTACT DETAILS of Sole/First Applicant											
				Mr. / Ms.											
				Address											
SCSB / BANK BRANCH STAMP & CODE		SCSB / BANK BRANCH SERIAL NO.		Tel. No (with STD code) / Mobile											
				2. PAN OF SOLE/FIRST APPLICANT											
				3. INVESTOR 'S DEPOSITORY ACCOUNT DETAILS NSDL <input type="checkbox"/> CDSL <input type="checkbox"/>											
				For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID											

PLEASE CHANGE MY APPLICATION **PHYSICAL**

4. FROM (as per last Application or Revision)

Options	no. of equity shares applied (application must be in multiples of 10,000 equity shares)								Price per equity share (₹) 10/- (In Figures)											
	(In Figures)								Issue Price				Discount, if any				Net Price			
	7	6	5	4	3	2	1		4	3	2	1	4	3	2	1	4	3	2	1
Option 1																				
(OR) Option 2				NOT APPLICABLE																
(OR) Option 3				NOT APPLICABLE																

5. TO (Revised Application)

Options	no. of equity shares applied (application must be in multiples of 10,000 equity shares)								Price per equity share (₹) 10/- (In Figures)											
	(In Figures)								Issue Price				Discount, if any				Net Price			
	7	6	5	4	3	2	1		4	3	2	1	4	3	2	1	4	3	2	1
Option 1																				
(OR) Option 2				NOT APPLICABLE																
(OR) Option 3				NOT APPLICABLE																

6. PAYMENT DETAILS **PAYMENT OPTION : Full Payment**

Amount Blocked (₹ in Figures) _____ (₹ in words) _____

ASBA Bank A/c No. _____

Bank Name & Branch _____

I/WE (ON BEHALF OF JOINT APPLICANTS, IF ANY), HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS APPLICATION FORM AND THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT ("GID") FOR INVESTING IN THE PUBLIC ISSUE AND HEREBY AGREE AND CONFIRM THE "INVESTOR UNDERTAKING" AS GIVEN OVERLEAF. I/WE (ON BEHALF OF JOINT APPLICANTS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE APPLICATION FORM GIVEN OVERLEAF.

7A. SIGNATURE OF SOLE / FIRST APPLICANT	7B. SIGNATURE OF AS BA BANK ACCOUNT HOLDER (s) (AS PER BANK RECORDS)	BROKER / SCSB / DP / RTA STAMP (Acknowledging upload of Application in Stock Exchange System)
	I/We authorize the SCSB to do all acts as are necessary to make the application in the issue	
	1) _____	
	2) _____	
Date: _____, 2018	3) _____	

TEAR HERE

	SUNGOLD MEDIA AND ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE REVISION - NR	Acknowledgement Slip for Broker/SCSB/ DP/RTA	Application Form No.
--	---	---	-----------------------------

DPID / CLID _____ PAN _____

Additional Amount Blocked (₹ in figures)	Bank & Branch	SCSB Branch Stamp & Signature
ASBA Bank A/c No.		
Received from Mr./Ms.		
Telephone / Mobile	Email	

TEAR HERE

SUNGOLD MEDIA AND ENTERTAINMENT LIMITED - INITIAL PUBLIC ISSUE REVISION - NR	Option 1	Option 2	Option 3	Stamp & Signature of SCSB/Broker/ DP/RTA	Name of Sole / First Applicant
	No. of Equity Shares				
	Issue Price				
	Additional Amount Blocked (₹)				
	ASBA Bank A/c No.:	_____			
Bank & Branch:	_____			Acknowledgment Slip for Applicant	
					Application Form No.

TEAR HERE n BloCk Letters