This is an abridged prospectus containing salient features of the Red Herring Prospectus dated August 29, 2024 (the "RHP"). You are encouraged to read greater details available in the RHP (Download link: https://www.mymudra.com/investor-relations/offer-documents. Unless otherwise specified all capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them

# THIS ABRIDGED PROSPECTUS CONSISTS OF EIGHT PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.







# MY MUDRA FINCORP LIMITED

CIN: U65191DL2013PLC257611 Date of Incorporation: September 11, 2013

Registered Office	Corporate Office	Contact Person	Email and Telephone	Website
17A/45, 2 <sup>nd</sup> Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi - 110005, India.	17A/45, 3 <sup>rd</sup> Floor, w.e.a. Karol Bagh, Central Delhi, New Delhi, Delhi- 110005, India	Piyushi Jindal, Company Secretary & Compliance Officer	E-mail: info@mymudra.com Tel No: 011- 47010500	www.mymudra.com

# **Promoters of the Company**

## VAIBHAV KULSHRESTHA AND NISHA KULSHRESTHA

#### **Details of Offer to Public**

Type of Issue	rne of Issue Fresh Issue				Share Reservation			
(Fresh/OFS/ Fresh & OFS)	shares or by sh	(by no. of shares or by amount in ₹)	Size (by no. of shares or by amount in ₹)	Issue Under 229(1)/ 229(2)	QIB	NII	RII	Market Maker
Fresh Issue	Upto 30,24,000 Equity shares	Nil	Upto 30,24,000 Equity Shares	This issue is being made in terms of regulation 229(2) and 253(1) of Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended.	Not more than 14,34,000 equity shares	At least 4,30,800 equity shares	At least 10,05,600 Equity Shares	Upto 1,53,600 Equity shares

These equity shares are proposed to be listed on NSE Emerge (i.e. SME platform of NSE).

OFS: Offer for Sale

## Details of OFS by Promoter(s)/ Promoter Group/ Other Selling Shareholders

Name	Туре	No of Shares offered/ Amount in ₹	WACA in ₹ per Equity	Name	Туре	No of Shares offered/ Amount in ₹	WACA in ₹ per Equity
NOT APPLICABLE AS THE ENTIRE ISSUE CONSTITUTES FRESH ISSUE OF FOLITY SHARES							

Price Band, Minimum Bid Lot & Indicative Timelines					
Price Band*	For details of price band, minimum bid lot size, please refer to price band advertisement to be published				
Minimum Bid Lot Size	in all editions of English National Newspaper "Business Standard", all editions of Hindi National Newspaper "Business Standard" and Delhi edition of Regional newspaper "Pratah Kiran".				
Bid/Offer Open On**	Thursday, September 05, 2024				
Bid/ Offer Closes On	Monday, September 09, 2024				
Finalisation of Basis of Allotment (T+1)	On or about Tuesday, September 10, 2024				
Initiation of Refunds (T+2)	On or about Wednesday, September 11, 2024				
Credit of Equity Shares to Demat accounts of Allottees (T+2)	On or about Wednesday, September 11, 2024				
Commencement of trading of Equity Shares (T+3)	On or about Thursday, September 12, 2024				

<sup>\*</sup>For details of price band and basis of issue price, please refer to price band advertisement and page 81 of the RHP.

<sup>\*\*</sup>Our Company may, in consultation with the BRLM, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid/Issue Opening Date i.e., Wednesday, September 04, 2024.

The Weighted average cost of acquisition of all Equity Shares transacted in the last one year, last eighteen months and three years from the date of RHP is as given below:

Period Weighted Average Cost of Acquisition (in ₹)		Upper end of the Price Band (₹ 110) is 'X" times the weighted Average cost of Acquisition	Range of acquisition price: Lowest Price – Highest Price (in ₹)	
Last 1 year and 18 months	2.45	44.90	0-15200	
Last 3 years	3.16	34.78	0-15200	

<sup>\*</sup>Information of Cap Price will be included after finalization of the Price Band.

## RISKS IN RELATION TO THE FIRST ISSUE

The face value of the Equity Shares is ₹ 10/- per equity share. The Floor Price, Cap Price and Offer Price determined by our Company, in consultation with the BRLM, on the basis of the assessment of market demand for the Equity Shares by way of the Book Building Process, as stated under "Basis for Issue Price" beginning on page 81 of the RHP should not be considered to be indicative of the market price of the Equity Shares after listing. No assurance can be given regarding frequency of trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after listing.

## **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 25 of this Red Herring Prospectus.

#### **PROCEDURE**

You may obtain a physical copy of the Bid-cum-Application Form and the RHP from the stock exchange, syndicate members, registrar to the issue, share transfer agents, depository participants, stock brokers, underwriters, bankers to the issue, investors' associations or Self Certified Syndicate Banks. If you wish to know about processes and procedures applicable to this issue, you may request for a copy of the RHP and/or the General Information Document (GID) from the BRLMs or download it from the website of the Stock Exchange i.e. https://www.nseindia.com/companies-listing/corporate-filings-offerdocuments#smeoffer and the BRLM at www.hemsecurities.com

	PRICE INFORMATION OF BRLM's* (SME IPO)									
Sr. No.	Issue name	Name of Merchant Banker	+/-% change in closing price, [+/- % change in closing benchmark]- 30 <sup>th</sup> 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]- 180 <sup>th</sup> calendar days from listing					
1.	Premier Roadlines Limited		104.18% [4.86%]	88.73% [9.24%]	N.A.					
2.	Vilas Transcore Limited		252.79% [4.40%]	N.A.	N.A.					
3.	Aimtron Electronics Limited		310.93% [6.17%]	N.A.	N.A.					
4.	Ganesh Green Bharat Limited	Hem Securities	149.42% [-0.63%]	N.A.	N.A.					
5.	Chetana Education Limited	Limited	N.A.	N.A.	N.A.					
6.	Aprameya Engineering Limited		N.A.	N.A.	N.A.					
7.	Sunlite Recycling Industries Limited		N.A.	N.A.	N.A.					

<sup>\*</sup> Disclosures subject to recent 7 issues (initial public offerings) in current financial year and two preceding financial years managed by each Merchant Banker with common issues disclosed once.

Name of BRLM and contact details (telephone and email id)	Hem Securities Limited
of BRLM	Address: 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower
	Parel, Mumbai - 400013, Maharashtra, India
	Tel No.:+91-22-4906 0000
	Email: ib@hemsecurities.com
	Contact Person: Ravi Kumar Gupta
Name of Syndicate Members	Hem Finlease Private Limited
	Address: 203, Jaipur Tower, M. I. Road, Jaipur-302001, Rajasthan, India.
	Tel No.: +91-141-4051000
	Email Id: ashoks@hemsecurities.com; Website: www.hemsecurities.com
	Contact Person: Ashok Soni
	SEBI Registration Number: INZ000167734

Name of Market Maker	Hem Finlease Private Limited
	Address: 203, Jaipur Tower, M I Road, Jaipur, Rajasthan 302001, India
	Telephone: +91-141-4051000
	Email: <u>ib@hemsecurities.com</u>
	Website: www.hemsecurities.com
	Contact Person: Ashok Soni
	SEBI Registration Number: INZ000168034
	Market Maker Registration No.: 11100
Name of Registrar to the Issue and contact details (telephone	Skyline Financial Services Pvt Ltd
and email id)	Address: D-153/A, First Floor, Okhla Industrial Area,
,	Phase I, New Delhi, Delhi, 110020, India
	<b>Tel No.:</b> 011- 40450193-97
	Email: ipo@skylinerta.com
	Contact Person: Mr. Anuj Rana
	Website: www.skylinerta.com
	SEBI Registration No.: INR000003241
	CIN: U74899DL1995PTC071324
Name of Statutory Auditor	M/s. Sangita Gupta & Associates, Chartered Accountants (FRN: 023808N)
Name of Credit Rating Agency and the rating or grading	Not Applicable
obtained, if any	
Name of Debenture trustee, if any.	Not Applicable
Self-Certified Syndicate Banks	The list of banks is available on <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?d">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?d</a>
·	oRecognisedFpi=yes&intmId=35;
Non-Syndicate Registered Brokers	You can submit Bid cum Application Forms in the Issue to Non-Syndicate Registered
·	Brokers at the Non-Syndicate Broker Centres. For further details, see section titled "Issue"
	<b>Procedure</b> " beginning at page 243 of the RHP
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)	

	PROMOTERS OF THE ISSUER COMPANY							
Sr. No.	Experience & Educational Qualification							
1	1 Vaibhav Kulshrestha Individual		He is one of our Promoters and Chairman & Managing Director of our Company. He has been associated with the Company since 2014. He has completed his Bachelor of commerce from Dr. Bhimrao Ambedkar University, Agra, Utter Pradesh in the year 2005, He has a work experience of about 14 years in the field of Financial Services Industry. He is responsible for the business development, accounts & finance and overall management of the business of our Company.					
2	Nisha Kulshrestha	Individual	She is the Promoter and Vice-President of the Sales and Marketing department of our company. She has been associated with the company since its incorporation. She has completed her Bachelor of Commerce from the University of Delhi in 2014. With 14 years of extensive experience in the Financial Service Industry, she currently heads the Sales and Marketing of one of our branch in New Delhi.					

## **BUSINESS OVERVIEW AND STRATEGY**

Company Overview: Established in 2013, our company functions as a Channel Partner (DSA) for major Banks and NBFCs operating in India. Our business model integrates tele-calling, advertising, direct marketing, referrals, networking, and a combined physical and digital (physital) marketing approach to acquire customers for the banks and NBFC's. Specializing in the distribution and sales of a diverse range of financial products as channel partner, we offer secured loans such as home loans and loans against property, unsecured loans like business loans and personal loans, professional loan as well as credit cards to the procured customers. Recently, we have expanded our services to include the distribution of insurance products.

**Product/Services offerings:** We provide our customers with the ability to research and compare a wide range of lending products offered by our lending partners, enhancing choice and transparency. Once customers share their requirements, we present multiple options, detailing related costs and features in a clear and simple manner, enabling informed decisions for applications to the appropriate financial institutions, such as banks or NBFCs. Upon credit approval, the loan is conveniently sanctioned. Our company ensures faster service and disbursement of loans at the most competitive interest rates and terms acceptable to the customers.

Below is the summary of our service category-wise revenue over last three years

S.	Loop Cotogowy		FY 2023-24		FY 2022-23		FY 2021-22	
No.	Loan Category	Sales	%	Sales	%	Sales	%	
A)	Unsecured Loan:							
i	Personal Loan	4052.58	57.02%	3139.08	58.71%	1,517.50	53.47%	
ii	Business Loan	2478.20	34.87%	2060.89	38.55%	1,212.30	42.71%	
iii	Professional Loan	103.93	1.46%	48.98	0.92%	43.10	1.52%	
Sub T	Total (A)	6634.71	93.35%	5248.94	98.18%	2772.90	97.70%	
<b>B</b> )	Secured Loan:							
i	Used Car Loan	6.55	0.09%	9.75	0.18%	26.10	0.92%	
ii	Home Loan	222.46	3.13%	51.87	0.97%	21.64	0.76%	
iii	LAP	242.22	3.41%	35.45	0.66%	17.61	0.62%	
Sub T	Total (B)	471.23	6.63%	97.06	1.82%	65.35	2.30%	
C)	Others:							
i	Used Car Loan	1.31	0.02%	-	-	-	-	
Sub Total (C)		1.31	0.02%	-	-	-	-	
Total	(A+B+C)	7107.24	100.00%	5346.00	100.00%	2838.25	100.00%	

Geographies Served: Our Company has diversified revenue from multiple geographical locations across India. Further, for the period and financial year ended March 31,2024, March 31, 2023 & March 31, 2022 respectively, we have generated around 85.94%, 89.05% and 90.87% of our total revenue from sales in top 5 geographical regions in India. We believe in reaching out to all the class of persons to fulfill their needs of any kind of credit facilities. Hence, with our expanded geographical outreach across India, we have the ability to quickly respond to increasing demand.

# **Key Performance Indicators:**

# (₹ In Lakhs except percentages and ratios)

Key Financial Performance	As of and for the year/period ended				
Key Financial Lefformance	March 31, 2024	March 31, 2023	March 31, 2022		
Revenue from Operations <sup>(1)</sup>	7107.24	5346.00	2838.25		
EBITDA <sup>(2)</sup>	1266.36	568.40	116.01		
EBITDA Margin <sup>(3)</sup>	17.82%	10.63%	4.09%		
Profit After Tax (PAT) <sup>(4)</sup>	835.52	346.75	46.86		
PAT Margin <sup>(5)</sup>	11.76%	6.49%	1.65%		
ROE <sup>(6)</sup>	66.20%	54.09%	11.32%		
ROCE <sup>(7)</sup>	45.98%	44.12%	13.86%		
Net Worth <sup>(8)</sup>	1679.79	844.27	437.88		

<sup>\*</sup> Not Annualised

# Notes:

- Revenue from Operations means the Revenue from Operations as appearing in the Restated Financial Statements.
- (2) *EBITDA* is calculated as Profit before tax + Depreciation + Interest Cost - Other Income
- (3) 'EBITDA Margin' is calculated as EBITDA divided by Revenue from Operations
- *PAT is calculated as Profit before tax Tax Expenses*
- (5) PAT Margin' is calculated as PAT for the period/year divided by revenue from operations.
- Return on Equity is ratio of Profit after Tax and Shareholder Equity
- Return on Capital Employed is calculated as EBIT divided by capital employed, which is defined as shareholders' equity plus total borrowings {current & non-current}.
- (8) Net Worth = Equity Share Capital + Reserve and Surplus (including surplus in the Statement of Profit & Loss) Preliminary Expenses to the extent not written-off.

Industries Served: My Mudra serves the financial services industry, acting as a Direct Selling Agent (DSA) for major Banks and Non-Banking Financial Companies (NBFCs) in India. Their services cover secured and unsecured loans, professional loans, credit cards, and insurance products, connecting customers with financial institutions for a range of financial solutions.

Revenue segmentation in terms of top 10 and 5 clients – Our top 10 and top 5 customers contributed 63.56%, 77.97% and 84.79% respectively for the FY ending 2024, 2023 & 2022 and 42.54%, 55.40% and 64.09% respectively for the FY ending 2024, 2023 & 2022 of our revenues from operations based on restated financial statements

# **Intellectual Property, if any:**

S. No.	Brand name/ Logo Trademark/Copyright	Class	TM Category	Trademark Number/ Application No.	Issuing Authority	Date of Application/ Registration	Status
1.	MY MUDRA	35	WORD	5387442	Registrar of Trademark	March 28, 2022	Registered
2.	MY MUDRA	36	WORD	5387443	Registrar of Trademark	March 28, 2022	Accepted & Advertised
3.	MY MUD A BHAROSE KA DUSRA NAAM	35	DEVICE	6444135	Registrar of Trademark	May 22, 2024	Formalities Chk Pass
4.	MY MUD®A BHAROSE KA DUSRA NAAM	36	DEVICE	6444136	Registrar of Trademark	May 22, 2024	Formalities Chk Pass
5.	MY MUD®A BHAROSE KA DUSRA NAAM	35	DEVICE	6491101	Registrar of Trademark	June 21, 2024	Formalities Chk Pass
6.	MY MUD®A BHAROSE KA DUSRA NAAM	36	DEVICE	6491100	Registrar of Trademark	June 21, 2024	Formalities Chk Pass

Market Share: Not ascertainable Manufacturing plant, if any: NA

Employee Strength: As on May 31, 2024, our Company has total employed around 143 employees (including senior management personal and Directors) at various levels of the organization.

BOARD OF DIRECTORS						
Sr. No.	Name	Designation (Independent / Whole time / Executive / Nominee)	Experience & Educational Qualification	Other Directorships		
1	Vaibhav Kulshrestha	Chairman & Managing Director	Experience: 14 Years	Indian Company: NIL		
			Qualification: Bachelor of Commerce (B.Com.)	Foreign Company: Nil		
2	Abhisek Dhal	Whole-Time Director	<b>Experience:</b> 12 Years	Indian Company: NIL		
			Qualification: Post Graduate Diploma in Management	Foreign Company: Nil		
3	Ganesh Kumar Mishra	Non-Executive Director	Experience: 10 years	Indian Company: NIL		
			Qualification: Intermediate	Foreign Company: Nil		
4	Sarita	Independent Director	<b>Experience:</b> 8.5 years	Indian Company: NIL		
			Qualification: Master of Commerce (M.Com), CS, LL.B.	Foreign Company: Nil		
5	Sudhir Kumar Jain	Independent Director	Experience: 38 years	Indian Company: NIL		
			Qualification: Master of Arts (Economics) and IBBI	Foreign Company: Nil		
			Professional			

For further details in relation to our Board of Directors, see "Our Management" beginning on page 134 of the Red Herring Prospectus.

# **OBJECTS OF THE ISSUE**

**Details of means of finance** – The fund requirements for each of the objects of the Issue are stated as follows:

(₹In Crores)

Sr.		Total estimate cost	Amount deployed till date	Amount to be financed from Net Proceeds	<b>Estimated Net Proceeds Utilization</b>	
No.	Particulars				FY 2024-25	FY 2025-26
1.	Repayment of a portion of certain borrowing availed by our Company	6.25	-	6.25	6.25	-
2.	Investment in technology development and digital infrastructure	6.60	-	6.60	1.98	4.62
3.	To meet Working Capital requirements	7.00	-	7.00	3.00	4.00
4.	General Corporate Purpose	[•]	[•]	[•]	[•]	
	Total Net Proceeds	[•]	[•]	[•]	[•]	

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, if any, of the Company in the preceding 10 years: Nil

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.	Promoters and Promoter Group	65,88,400	78.74%
2.	Public	17,79,400	21.26%
	Total	83,67,800	100.00%

Number/amount of equity shares proposed to be sold by selling shareholders, if any, - Not Applicable

## RESTATED FINANCIAL STATEMENT

(₹In Lakhs except percentages and ratios)

PARTICULARS	March 31, 2024	March 31, 2023	March 31, 2022
Total income (Net)	7114.36	5355.80	2846.18
Net Profit/(Loss) before tax and extra ordinary items	1119.61	485.79	69.92
Net Profit / (Loss) after tax and extraordinary items	835.52	346.75	46.86
Equity Share Capital	1.18	1.18	1.07
Reserves and Surplus	1678.61	843.08	436.81
Net worth	1679.79	844.27	437.88
Basic/Diluted earnings per share (₹)	10.09	4.19	0.63
Return on net worth (%)	49.74%	41.07%	10.70%
NAV per Equity Shares (Based on Actual Number of Shares) (₹)	14201.80	7137.87	4093.89
NAV per Equity Shares (Based on Weighted Average Number of Shares) (₹)	20.29	10.20	5.85

## **INTERNAL RISK FACTORS:**

# The below mentioned risks are top 10 risk factors as per the RHP.

- Our business is depended on our relationship with Banks & NBFCs. We have entered into agreements with major Banks and NBFCs, any termination of these existing relationship would adversely affect our business, results of operations, financial condition and prospects.
- A substantial portion of the revenue is generated from our banking partners and financial institutions. Our banking partners and financial institutions are regulated by the Reserve Bank of India ("RBI") and any change in the RBI's policies, decisions and regulatory framework could adversely affect our business, cash flows, results of operations and financial condition.
- The proper functioning of our online platform and technology infrastructure is essential to our business. Any disruption to our IT systems and infrastructure could materially affect our ability to maintain the satisfactory performance of our platform and deliver consistent services to our users.
- Our top ten and top five customers contribute approximately 63.56% and 42.54% respectively of our revenues for the financial year ended March 31, 2024. Any loss of business from one or more of them may adversely affect our revenues and profitability.
- Significant disruptions in our information technology systems or breaches of data security could affect our business and reputation.
- We are bound by specific obligations and restrictive covenants outlined in the business agreements we have entered with third parties. Failing to adhere to these obligations and covenants could potentially result in a significant negative impact on our business, prospects, cashflows, and financial condition.
- We rely on end consumers using one or more of our services, and are thus vulnerable to changes in consumer preferences and behavior that could adversely affect our profitability and financial condition.
- We do not own the registered office, corporate office including branches from which we carry out our business activities. If there are issues such as non-renewal of rent agreements, disputes regarding the use of these premises, or disruptions in business operations due to actions by our business associates, our business and operational results could be adversely affected.
- If there are delays in the development or implementation of technology or digital infrastructure and the possible time or cost overruns related to the Proposed implementation or development are higher than expected, it could have a material adverse effect on our financial condition, results of operations and growth prospects.
- 10. Increase in Consumer Complaints May Damage Our Reputation, Cause Operational Disruptions, and Affect Financial Performance. For further details on "Risk Factors" please refer page 25 of the Red Herring Prospectus.

# SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against the company and amount involved:

Name of Entity	Criminal Proceedings	Tax Proceedings	Action by Statutory and Regulatory Authorities	Disciplinary actions by the SEBI or Stock Exchanges against our Promoters	Material Civil Litigation	Aggregate amount involved (in ₹ Crores)
Company						
By Company	-	-	-	-	-	-
Against Company	-	21	-	-	-	1.58
Directors						
By Director	-	-	-	-	-	-
Against Director	-	1	-	-	-	0.0355
Promoters						
By Promoter	-	-	-	-	-	-
Against Promoter	-	2	-	-	-	0.055

- B. Brief details of top 5 material outstanding litigations against the Company and amount involved: Nil
- Regulatory Action, if any disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any - Nil
- D. Brief details of outstanding criminal proceedings against Promoters Nil

For further details on "Outstanding Litigations And Material Developments" please refer page 206 of the Red Herring Prospectus.

# ANY OTHER IMPORTANT INFORMATION AS PER BRLM / ISSUER COMPANY - NIL

# **DECLARATION BY THE COMPANY**

We hereby declare that all relevant provisions of the Companies Act, 1956, 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 Red Herring 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 regulation issued there under, as the case may be. We further certify that all statements in the Red Herring Prospectus are true and correct.

THIS PACELIS INTERINITION AND THE PACELIS INT