BHFL DEBUT BOOST FOR BAJAJ GROUP'S MARKET CAP

A BATTLE OF WILLS



MANBA FINANCE LIN



OUR PROMOTERS: MANISH KIRITKUMAR SHAH, NIKITA MANISH SHAH, MONIL MANISH SHAH, MANBA INVESTMENTS AND SECURITIES PRIVATE LIMITED, AVALON ADVISORY AND CONSULTANT SERVICES PRIVATE LIMITED, MANBA FINCORP PRIVATE LIMITED, MANBA INFOTECH LLP AND MANISH KIRITKUMAR SHAH (HUF)

We are a Non-Banking Financial Company-Base Layer (NBFC-BL) providing financial solutions for New two wheeler (2Ws,) three wheeler (3Ws), electric two wheeler (EV2Ws), electric three wheeler (EV3Ws), Used Cars, Small Business Loans and Personal Loans.

The Issue is being made through the Book Building Process in accordance with Regulation 6(1) of the SEBI ICDR Regulations. QIB Portion: Not more than 50% of the Net Issue | Non-Institutional Portion: Not Iess than 15% of the Net Issue | Retail Portion: Not Iess than 35% of the Net Issue

PRICE BAND: ₹114 TO ₹120 PER EQUITY SHARE OF FACE VALUE OF ₹10 EACH

THE FLOOR PRICE IS 11.4 TIMES THE FACE VALUE OF THE EQUITY SHARES AND THE CAP PRICE IS 12.0 TIMES THE FACE VALUE OF THE EQUITY SHARES THE PRICE/EARNINGS RATIO BASED ON DILUTED EPS FOR FY 2024 FOR THE COMPANY AT THE UPPER END OF THE PRICE BAND IS AS HIGH AS 14.39 TIMES AND AT THE LOWER END OF THE PRICE BAND IS 13.67 TIMES AS COMPARED TO THE AVERAGE INDUSTRY PEER GROUP P/E RATIO OF 13.45 TIMES. BIDS CAN BE MADE FOR A MINIMUM OF 125 EQUITY SHARES AND IN MULTIPLES OF 125 EQUITY SHARES

In accordance with the recommendation of Independent Directors of our Company, pursuant to their resolution dated September 16, 2024, the above provided price band is justified based on quantitative factors/ KPIs disclosed in the "Basis for Issue Price" section on page 127 of the RHP vis-a-vis the weighted average cost of acquisition ("WACA") of primary and secondary transaction(s), as applicable, disclosed in the "Basis for Issue Price" section on page 127 of the RHP and provided below in the advertisement.

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RHP AND THE TERMS OF THE ISSUE, INCLUDING THE RISKS AND MERITS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE ISSUE AVAILABLE IN ANY

In relation to the price band, potential investors should refer to this price band advertisement for the Issue and should not rely on any media articles / reports in relation to the valuation of the Company as these are not endorsed, published or confirmed either by the Company or by the BRLM.

RISK TO INVESTORS

(For details refer to section titled "Risk Factors" on page 34 of the RHP)

- 1. Disbursement through Dealers: Our business relies on Dealers for the disbursement of loans. In Fiscals 2024, 2023, and 2022, the percentage of disbursement sourced through Dealers was 89.13%, 89.48%, and 83.56%, respectively. Our relationship with the Dealers is on a non-exclusive basis and in the future the Dealers may also work for our competitors. Any disruption, negligence, or inefficiency in the services provided by us to the customers or our Dealers could adversely affect our business, financial results, and reputation.
- 2. New Vehicle Loans constitute 97.90% of our AUM: We lack diversity in our loan products, which may affect our growth, prospects, and financial condition. The revenue contribution from two-wheeler loans in Fiscal 2024, 2023, and 2022 was 89.55%, 96.84%, and 98.12%, respectively. We have diversified into Used Car Loans, Small Business Loans, and Personal Loans; however, our inability to manage the diversification or failure of the new products could adversely affect our business, operations, and financial condition.
- 3. Asset-Liabilities mismatch could affect our liquidity: The mismatch between the maturity of our asset and liability profiles could lead to liquidity risks, particularly if short-term liabilities exceed liquid assets. The Asset and Liability Management for Fiscal 2024 and 2023 is set out below:

(₹ in lakhs)

Particulars	As of Fiscal 2024			As	of Fiscal	2023
	Liabilities(1)	Assets ⁽²⁾	Gap	Liabilities	Assets	Gap
Up to 1 year	41,451.30	64,283.84	22,832.53	39,535.15	51,622.12	12,086.97
Over 1 year and up to 3 years	35,863.34	31,118.00	(4,745.34)	20,962.40	22,410.63	1,448.23
Over 3 years and up to 5 years		955.68	955.68	1,384.20	3,046.00	1,661.80
Over 5 years	20,060.75(3)	1,017.87	(19,042.88)	16,843.00	1,646.00	(15,197.00)
Total	97,375.39	97,375.39	-	78,724.75	78,724.75	-

- (1) Liabilities represent Total Financial Liabilities. Total Non-Financial Liabilities and Total Equity. (2) Assets represent Total Financial Assets, Total Non-Financial Assets and Undrawn Committed Credit Lines
- (3) Includes Net Owned Funds.
- 4. Geographical Concentration: We conduct our operations out of 66 Locations

- connected to 29 branches in the states namely, Maharashtra, Gujarat, Rajasthan, Chhattisgarh, Madhya Pradesh, and Uttar Pradesh. Our revenue contribution from Maharashtra and Gujarat constitutes 87.79%, 95.52%, and 98.04% of our total AUM disbursement in Fiscal 2024, 2023, and 2022, respectively.
- 5. Negative Cash Flow: We have incurred negative cash flows from operating activities in Fiscal 2024 and 2023, as set forth below:

(₹ in lakhs)

Particulars	For Fiscal		
	2024	2023	2022
Net cash (used in)/ generated from operating activities	(14,113.87)	(12,402.57)	4,727.67
Net cash (used in)/ generated from Investing activities	109.68	(1,892.10)	(71.33)
Net cash (used in)/ generated from Financing activities	15,634.23	20,153.28	(1,027.82)

Negative cash flows over extended periods, or significant negative cash flows in the short term, could materially impact our ability to operate our business and implement our growth plans.

- 6. Dependency on timely and cost-effective sources of funding: Our operations depend heavily on timely access to cost-effective sources of funding through instruments bearing fixed interest rates, such as non-convertible debentures (NCDs), overdrafts (ODs), securitization, and term loans, which constitute 63.46% of our total borrowings. Instruments bearing floating interest rates, such as cash credit facilities, and both listed and unlisted NCDs, term loans, and vehicle loans, constitute 36.54% of our total borrowings. Disruptions in these funding sources or adverse market conditions could increase borrowing costs, limit financing availability, and negatively impact our operational capacity and financial condition. Any difficulty in maintaining adequate cash resources or obtaining financing could force us to cut costs or reduce operations, adversely affecting our business.
- High attrition rates may affect our business: Employee strikes, increased remuneration demands, or disputes could disrupt our operations and negatively impact our business and financial condition. The attrition rate of our permanent employees in Fiscal 2024, 2023, and 2022 was 34%, 32%, and 35%, respectively. Given our high attrition rates and the risk of future unionization, such issues could impair day-to-day operations and financial performance.

8. Gross Non-Performing Assets Risk: Our gross loan book increased from ₹49,582.62 lakhs in FY 2021-22 to ₹79,877.22 lakhs in FY 2023-24, with net interest margins ranging from 9.28% to 12.31%. Despite 98.20% of the loan book being secured, we face risks related to collateral value depreciation and potential difficulties in recovering defaulted loan amounts, which could adversely impact our financial condition and operations.

Set forth below is the product-wise Gross NPA for Fiscals 2024, 2023, and 2022:

Particulars As of and for Fiscal				
As of and for Fiscal				
2024	2023	2022		
2,752.71	2,076.60	2,033.12		
2.77	-	•		
349.19	289.87	416.92		
51.83	2.21	-		
-	-	-		
3,156.49	2,368.68	2,450.04		
	2024 2,752.71 2.77 349.19 51.83	2,752.71 2,076.60 2.77 - 349.19 289.87 51.83 2.21		

The disbursement of Three Wheeler loans started from Fiscal 2023 and the disbursement of Personal Loans started from July 2023

- 9. Downgrade in credit ratings could increase borrowing costs and affect our ability to obtain financing: A downgrade in our credit ratings could lead to higher borrowing costs, default risks, and restricted access to capital, negatively impacting our interest margins, financial condition, and operations. Increased scrutiny from rating agencies may also worsen these effects and impair our ability to raise new capital. There has been no downgrade in our credit ratings in the last 3 preceding Fiscals.
- 10. Recoverability of Collateral and Default Risk: Our financial performance is at risk due to challenges associated with collateral and loan recovery. With New

Vehicle Loans making up 97.90% of our total AUM as of March 31, 2024, we depend on vehicle collateral, which may depreciate significantly or suffer damage, potentially resulting in losses if the collateral value does not cover defaulted loans. For Used Car Loans, risks include valuation inaccuracies and depreciation, impacting the resale value of vehicles. Small Business Loans face issues like non-performance and cash flow mismatches, while Personal Loans are affected by borrower non-performance and mismanagement of funds. Additionally, difficulties in repossessing and selling vehicles, compounded by potential delays and legal costs, could adversely affect our financial results and overall business operations.

11. Weighted average cost of acquisition of all Equity Shares transacted in the one year, 18 months, and three years preceding the date of the RHP

Particulars Weighted		Cap Price is 'X'	Range of acquisition
Average Cost		times the	price Lowest Price-
	Acquisition	Weighted Average	Highest Price
	(WACA) (in ₹)	Cost of Acquisition	(in ₹)
Last 3 years	NIL	NA	0.00
Last 18 months	NIL	NA	0.00
Last 1 year	NIL	NA	0.00

As certified by Venus Shah & Associates, Chartered Accountants pursuant to their certificate

12. The BRLM associated with the Issue have handled 58 SME IPOs in the past three Financial Years, out of which 1 issue closed below the Issue/ Offer price on the

Name of the BRLM	Total Issues		Issues closed below IPO Price on listing date
	Mainboard	SME	
Hem Securities Limited	NIL	58	1

BID/ ISSUE **PROGRAMME**

ANCHOR INVESTOR BID/ISSUE DATE: FRIDAY, SEPTEMBER 20, 2024 BID/ISSUE OPENS ON: MONDAY, SEPTEMBER 23, 2024* BID/ISSUE CLOSES ON: WEDNESDAY, SEPTEMBER 25, 2024**

**Cour 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 Bidd Issue Opening Date on Company may, in consultation with the BRLM, consider the Bidd Issue Period for QIBs one Working Day prior to the Bidd Issue Closing Date in accordance with the SEBI ICDR regulations.

UPI mandate end time and date shall be at 5.00 pm on the Bidd Issue Closing Date.

An indicative timetable in respect of the Issue is set out below Submission of Bids (other than Bids from Anchor Investors):

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Bid/ Issue Period (except the Bid/ Issue Closing Date)				
Submission and Revision in Bids	Only between 10:00 am and 5:00 pm (Indian Standard Time ("IST"))			
Bid/ Issue Closing Date*				
Submission of Electronic Applications (Online ASBA through 3-in-1 accounts) whether Submission and Revision of Bids will be given For Retail Individual Bidders	Only between 10:00 am and 5:00 pm IST			
Submission of Electronic Applications (Bank ASBA through Online channels like Internet Banking, Mobile Banking and syndicate ASBA applications through UPI as a payment mechanism where Bid Amount is up to ₹500,000)	Only between 10:00 am and 4:00 pm IST			
Submission of Electronic Applications (Syndicate Non-Retail, Non-Individual Applications of QIB and NIIs)	Only between 10:00 am and 3:00 pm IST			
Submission of Physical Applications (Bank ASBA)	Only between 10:00 am and 1:00 pm IST			
Submission of Physical Applications (Syndicate Non-Retail, Non-Individual Applications of QIBs and Non-Institutional Bidders where Bid Amount is more	Only between 10:00 am and 12:00 pm IST			

Modification/ Revision/cancellation of Bids			
Upward Revision by QIBs and Non-Institutional Bidders categories	Only between 10:00 a.m. and up to 4:00 p.m. IST on		
	Bid/ Issue Closing Date		
Upward or downward Revision of Bids or cancellation of Bids by RIBs	Only between 10:00 am and 5:00 pm IST		

OIBs and Non-Institutional Bidders can neither revise their bids downwards nor cancel/withdraw their bids

١.	Bid/Issue Period:		
	Event	Indicative Date	
1	Bid/ Issue Closing Date ⁽¹⁾⁽²⁾	Wednesday, September 25, 2024	
Ш	Finalisation of Basis of Allotment with the Designated Stock Exchange	On or about Thursday September 26, 2024	
1	Initiation of refunds (if any, for Anchor Investors) / unblocking of funds from ASBA Account		
1	Credit of the Equity Shares to depository accounts of Allottees	On or about Friday September 27, 2024	
	Commencement of trading of the Equity Shares on the Stock Exchanges	On or about Monday September 30, 2024	
Ι΄	To Our Company in consultation with the BRLM, may consider closing the Bid/Issue Period for QIB one Working Day prior to the Bid/Issue Closing Date		
	accordance with the SEBI ICDR Regulations. (I) UPI mandate end time and date shall be at 5:00 pm on the Bid/Issue Closing Date.		

ASBA* | Simple, Safe, Smart way of Application!!!

*Applications Supported by Blocked Amount (*ASBA*) is a better way of applying to offers to simply blocking the fund in the bank account. For further details, check section on ASBA. Mandatory in public issues. No cheque will be accepted.

UPNow available in ASBA for Real ill individual investors and Non institutional flustestors applying in public issues where the application is mount is up to 7 500,000 applying through Registered Brokers, Syndicate, CDPs & RTAs. Retail individual investors and Non institutional flustestors applying in public issues where the application is mount is up to 7 500,000 applying through Registered Brokers, Syndicate, CDPs & RTAs. Retail individual investors are required to ensure that the bank account used for bidding is in into into IPPN. Bidding is more than the PNR in Bedieve may be a second to the Bedieve may be a second t

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Notes that the PAN is like with Administration Stortess. To compliance with the notification issued by Central Board of Direct Taxes notification dated using 13, 2020 and read with press releases dated June 25, 2021, read with press releases dated Sune 25, 2021, read with press release dated Sune 25, 2021, and 25, 2021, read with press released dated Sune 25, 2023, and any subsequent press releases this five grad.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, investors as requested to see "History and Certain Comparet Matters" on page 25-5 of the RHP. The Memoral man of Association of our Company is a material document for inspection rediction to the issue for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details, see Material Contents and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Documents for inspection or page 455-0 for infruite details and Doc LIABILITY OF THE MEMBERS OF OUR COMPANY: Limited by shares

AMOUNT OF SHARE CAPITAL OF OUR COMPANY AND CAPITAL STRUCTURE: As on the date of the RHP, the authorised share capital of our Company is ₹ 55.00.00 divided into 5,49,00,000 Equity Shares of face value of ₹10 each and 1,00,000 Preference Shares of face value of ₹10 each. The issued, subscribed and paid-up Equity share capital of our Company is ₹37,66,94,100 divided into 3,76,69,410 Equity Shares of face value of ₹10 each. For details of the capital structure of our Company; see "Capital Structure" on page 97 or the SHIP.

of the RHP

NAMES OF THE INITIAL. SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM.
The names of the initial signatories of the Memorandum of Association of our Company along with their allotment are. Allotment of 100 equity share of face value of 17 to each to Marian from the Strikmurs Shah, Aldorment of 100 equity share of face value of 17 to each to Marian from the Shame and Allotment of 100 Equity Shares of lace value of 17 to each to Marian from the Shame and Allotment of 100 Equity Shares of lace value of 17 to each to Marian from the Shame and Allotment of 100 Equity Shares of lace value of 17 to each to Marian from the Shame and Allotment of 100 Equity Shares of face value of 17 to each to Marian from the Shame and Company sea. "Capital Shares from the Shame and Sha

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): SEBI only gives its observations on the offer documents and this of approval of either the issue or the specified securities stated in the Offer Document. The investors are advised to refer to page 399 of the RHP for the full text of the di

SEBI.

SECLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Red Herring Prospectus. The investors are advised to let en the Red Herring Prospectus. The investors are advised to let for the Red Herring Prospectus. The investors are advised to let for the Red Herring Prospectus. The investors are advised to let for the Red Herring Prospectus. The investors are advised to let for the Red Herring Prospectus. The investors are advised to let for the Red Herring Prospectus. The investors are advised to let for the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The Red Herring Prospectus. The investors are advised to the Red Herring Prospectus. The Red Herring Prosp

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Hem Securities Limited
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Mumbal 400.013, Maharashtra, India, Telt. +91.22.4906.0000; E-mailt: Bightensecurities.com

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"""" hemserunities.com; Investor grievance e-mailt: indiessai@hemsecurities.com Website: www.hemsecurities.com; Investor grievance e-mail: redressal Contact Person: Roshni Lahoti; SEBI Registration No. INM000010981

REGISTRAR TO THE ISSUE **LINK**Intime

Telephone: +91 81081 14949; E-mail: manbaffinanceipo@linkintime.co.in Investor grievance e-mail: manbaffinanceipo@linkintime.co.in; Website: www.linkintime.co.in Contact Person: Shanti Goglarkirsham; SEBI Registration Noc. i INR000004058

COMPANY SECRETARY AND COMPLIANCE OFFICER

specifically defined shall have the same meaning as ascribed to them in the RHP

For MANBA FINANCE LIMITED

Contact Person: Robin Lahol; SEBI Registration No. INM00001065 all Issue reliabed queries and for redressal of complaints, investors may also available on the IRREP! investors are undersided brefor the Test Person Person (Park Person Person

Securities Limited.

MANAS FINANCE LIMITED is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offer of its Equity Shares and his field for them for them groups opposing, subject to receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offer of its Equity Shares and his field for them for them groups opposing and the securities of the RER. It is not the website of the RER. It is not the securities of the RER. It is not the read of the RER. It is not the read of the RER. It is not the RER. It is not the read of the RER. It is not the RER. It is not the read of the RER. It is not the RER. It is not the read of the RER. It is not the RER. It is not the RER. It is not the read of the RER. It is not th