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(Please scan this QR Code to view the Addendum to DRHP)



CENTURY BUSINESS MEDIA LIMITED
(Formerly known as Century Business Private Limited)

CIN: U73100BR1999PLC009001

Our Company was originally incorporated as a Private Limited Company under the name "Century Business Private Limited" on September 23, 1999 bearing Registration No. 009001 having CIN U51505BR1999PTC009001 under the provisions of the Companies Act, 1956 with the Registrar of Companies, Bihar. Consequently, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on January 08, 2024, our company has changed its name from "Century Business Private Limited" to "Century Business Media Private Limited" vide a fresh Certificate of Incorporation consequent upon change of name dated February 08, 2024 issued by the Registrar of Companies, Patna. Further, pursuant to Special Resolution passed by the shareholders at the Extra Ordinary General Meeting held on June 28, 2024 our company was converted into a Public Limited Company and consequently the name of our Company from "Century Business Media Private Limited" to "Century Business Media Limited" vide a fresh Certificate of Incorporation dated September 16, 2024 issued by the Registrar of Companies, Central Registration Centre. Our Company's Corporate Identification Number is U73100BR1999PLC009001.

Registered Office: 107, Emarat Firdaus Exhibition Road, Patna, Bihar, India, 800001
Corporate Office: P S Abacus Room No 204, 2nd Floor NH 12 Action Area II E New Town, North 24 Parganas, West Bengal, India, 700161
Tel No: 0612-2320672/76; E-mail: info@centurymedia.in; Website: www.centurymedia.in

Contact Person: Shashank Poddar, Company Secretary & Compliance Officer

Promoter of our Company: Shashi Kumar Chaudhary, Seema Chaudhary, Sangita Dokania and Shreya Chaudhary

**ADDENDUM TO THE DRAFT RED HERRING PROSPECTUS DATED SEPTEMBER 30, 2025: NOTICE TO THE INVESTORS
("THE ADDENDUM")**

INITIAL PUBLIC OFFER OF UPTO 23,16,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (THE "EQUITY SHARES") OF CENTURY BUSINESS MEDIA LIMITED ("OUR COMPANY" OR "CBML" OR "THE ISSUER") AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UP TO ₹ [●] LAKHS ("PUBLIC ISSUE") OUT OF WHICH [●] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE PUBLIC ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF [●] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH, AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE FOR CASH, AGGREGATING UPTO ₹ [●] LAKHS IS HEREIN AFTER REFERRED TO AS THE "NET ISSUE". THE PUBLIC ISSUE AND NET ISSUE WILL CONSTITUTE 26.42% AND [●] % RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

Potential Bidders may note the following:

1. The Chapter titled "**Definitions and Abbreviations**" beginning on page 1 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 1 of the Addendum to Draft Red Herring Prospectus.
2. The Chapter titled "**Summary of Draft Red Herring Prospectus**" beginning on page 20 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 2 of the Addendum to Draft Red Herring Prospectus.
3. The Chapter titled "**Risk Factors**" beginning on page 28 of the Draft Red Herring Prospectus has been updated with shifting, modification and removal of certain Risk Factors, as provided beginning on page 3 of the Addendum to Draft Red Herring Prospectus.
4. The Chapter titled "**Capital Structure**" beginning on page 63 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 8 of the Addendum to Draft Red Herring Prospectus.
5. The Chapter titled "**Objects of the Issue**" beginning on page 76 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 11 of the Addendum to Draft Red Herring Prospectus.
6. The Chapter titled "**Our Business**" beginning on page 104 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 13 of the Addendum to Draft Red Herring Prospectus.
7. The Chapter titled "**History & Corporate Structure**" beginning on page 123 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 15 of the Addendum to Draft Red Herring Prospectus.
8. The Chapter titled "**Our Management**" beginning on page 134 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 18 of the Addendum to Draft Red Herring Prospectus.
9. The Chapter titled "**Our Promoter and Promoters group**" beginning on page 142 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 18 of the Addendum to Draft Red Herring Prospectus.
10. The Chapter titled "**Outstanding Litigations and Material Developments**" beginning on page 201 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 21 of the Addendum to Draft Red Herring Prospectus.
11. The Chapter titled "**Government and other approvals**" beginning on page 211 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 27 of the Addendum to Draft Red Herring Prospectus.
12. The Chapter titled "**Our Group Company**" beginning on page 214 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 28 of the Addendum to Draft Red Herring Prospectus.
13. The Chapter titled "**Terms of the Issue**" beginning on page 231 of the Draft Red Herring Prospectus has been updated, as provided beginning on page 29 of the Addendum to Draft Red Herring Prospectus.

Please note that all other details in, and updates to the Red Herring Prospectus/ Prospectus with respect to issue price and/or other relevant details will be carried out in the Red Herring Prospectus, as and when filed with ROC, SEBI and the Stock Exchange.

The above is to be read in conjunction with the Draft Red Herring Prospectus and accordingly their references in the Draft Red Herring Prospectus stand amended pursuant to this Addendum. Please note that the changes pursuant to this Addendum will be appropriately included in the Red Herring Prospectus/ Prospectus, as and when filed with the ROC, the SEBI and the Stock Exchanges. All capitalized terms used in this Addendum shall, unless the context otherwise requires, have the meaning ascribed to them in the Draft Red Herring Prospectus.

On behalf of Century Business Media Limited

Sd/-

Shashank Poddar
Company Secretary & Compliance Officer

Place: Patna, Bihar
Date: November 27, 2025

BOOK RUNNING LEAD MANAGER TO THE ISSUE



REGISTRAR TO THE ISSUE



HEM SECURITIES LIMITED 904, A Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Lower Parel, Mumbai-400013, Maharashtra, India Tel. No.: +91- 22- 49060000; Email: ib@hemsecurities.com Investor Grievance Email: pedressal@hemsecurities.com Website: www.hemsecurities.com Contact Person: Ravi Kumar Gupta SEBI Regn. No. INM000010981	KFin Technologies Limited Address: Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032, Telangana, India. Tel No.: 40 6716 2222 Email: sslipo@kfintech.com Investor Grievance Email: cinward.ris@kfintech.com Website: www.kfintech.com Contact Person: M Murali Krishna Designation: Vice President SEBI Registration Number: INR000000221 CIN: L72400TG2017PLC117649
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ANCHOR PORTION ISSUE OPENS/CLOSES ON*: [●]

BID/ISSUE OPENS ON: [●]**

BID/ISSUE CLOSES ON*: [●]*****

*Our Company, in consultation with the BRLM, may 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.

**Our Company, in consultation with the BRLM, may decide to close the Bid/ Issue Period for QIBs one Working Day prior to the Bid/Issue Closing Date, in accordance with the SEBI (ICDR) Regulations.

***The UPI mandate end time and date shall be at 5:00 p.m. on Bid/ Issue Closing Day.

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SECTION I – GENERAL
DEFINITIONS AND ABBREVIATIONS

Company related and Conventional terms

Term	Description
Individual Promoter	Shall mean promoters of our Company i.e. Shashi Kumar Chaudhary, Seema Chaudhary, Sangita Dokania and Shreya Chaudhary. For further details, please refer to section titled “ <i>Our Promoters & Promoter Group</i> ” beginning on page 142 of the Draft Red Herring Prospectus.

SECTION II- SUMMARY OF DRAFT RED HERRING PROPECTUS

Promoters details has been updated as below:

B. PROMOTERS

Shashi Kumar Chaudhary, Seema Chaudhary, Sangita Dokania and Shreya Chaudhary are the Promoters of our Company.

C. PRE-ISSUE SHAREHOLDING OF PROMOTERS AND PROMOTER GROUP

Our Promoters and Promoter Group collectively holds 64,49,280 Equity shares of our Company aggregating to 95.04% of the pre-Issue paid-up Share Capital of our Company. Following are the details of the shareholding of the Promoters and Promoter Group, as on date of Draft Red Herring Prospectus: -

Sr. No	Names	Pre IPO		Post IPO	
		Shares Held	% Shares Held	Shares Held	% Shares Held
Promoters					
1	Shashi Kumar Chaudhary	47,57,120	73.76	[●]	[●]
2	Seema Chaudhary	2,51,920	3.91	[●]	[●]
3	Sangita Dokania	11,20,000	17.37	[●]	[●]
4	Shreya Chaudhary	80	Negligible	[●]	[●]
Sub Total (A)		61,29,120	95.04	[●]	[●]
Promoter Group					
5	Shreyash Dokania	1,60,000	2.48	[●]	[●]
6	Shivangi Dokania	1,60,000	2.48	[●]	[●]
7	Khushi Chaudhary	80	Negligible	[●]	[●]
8	Niraj Kumar Kedia	80	Negligible	[●]	[●]
Sub Total (B)		3,20,160	4.96	[●]	[●]
Grand Total (A+B)		64,49,280	100.00	[●]	[●]

Indirect tax litigation related to the company has been updated as below:

H. SUMMARY OF OUTSTANDING LITIGATIONS

Except as mentioned below, summary of outstanding litigations proceedings involving our Company, Promoters, Directors, KMPs, SMPs and Group Company as on the date of the Draft Red Herring Prospectus is not involved in any legal proceedings:

Litigations against our Company

(Amount in ₹ Lakhs)

Nature of Cases	No. of Outstanding Cases	Amount in dispute/ demanded to the extent ascertainable
Criminal Complaints	03*	Nil
Statutory/ Regulatory Authorities	Nil	Nil
Taxation Matters (Indirect Tax)	Nil	Nil
Other litigation	Nil	Nil
Total	03	Nil

* Note: Compromise done between the parties and amount has been paid:

- 1) Case no CC 2983(C)of 2020, The Court of Miss Leela J.M 1st Class, Patna, Kancept Media Vs Century Business Pvt. Ltd. & Others.
- 2) Case no CC /739 (C)of 2020, The Court of Miss Komal Shandilya J.M 1st Court, Patna, Kraft Outdoor Media Pvt. Ltd. Vs Century Business Pvt. Ltd. & Others.
- 3) Case no CC/391(C) of 2020, The Court of Miss Komal Shandilya J.M. 1st Court, Patna, Kraft Outdoor Media Pvt. Ltd. Vs Century Business Pvt. Ltd. & Others.

SECTION III: RISK FACTORS

a) Risk Factor No 02 shall be updated with a negative statement as below:

2. Our business is significantly dependent on concession, licensing, and marketing agreements granted by government and quasi-government authorities, and failure to renew or retain such rights could materially and adversely affect our revenues and market position.

We derive a significant portion of our revenues from concession, licensing, and marketing agreements granted by government and quasi-government authorities, including the Airports Authority of India (“AAI”), Indian Railways, and Metro, Rail authorities, for operating advertising assets at airports, railway stations, metro stations, and other public locations. These agreements, which are typically awarded through competitive bidding processes for fixed terms ranging from three to ten years, constitute a substantial part of our operational footprint and revenue base.

Renewal of such agreements is not automatic and is generally subject to re-bidding, where competitors may offer more commercially favorable terms. Further, the granting authorities retain broad powers to terminate or modify the agreements in certain circumstances, including breach of conditions, non-payment of dues, unsatisfactory performance, changes in policy, or public interest considerations.

Any inability to successfully retain or renew key concessions, particularly at high-traffic locations, could result in an immediate loss of advertising inventory and revenues, weaken our bargaining power with advertisers, and require us to incur write-offs of security deposits, dismantling costs, or impairment of related assets. Although during the past three years there have been no instances in which we were unable to retain or renew key concessions, there can be no assurance that we will be able to renew or obtain concessions in the future on terms as favorable as those currently in place, or at all. Any failure to successfully retain, renew, or obtain new concessions could materially and adversely affect our business, results of operations, and financial condition.

b) Risk Factor No 03 shall be updated with a negative statement as below:

3. We are required to provide substantial security deposits under our concession agreements, the forfeiture or invocation of which could materially affect our liquidity.

Our concession and licensing agreements require us to provide security deposits to secure and maintain advertising rights at airports, railway stations and metro stations. These deposits are generally non-interest bearing and are held by the granting authorities as a form of performance security for the duration of the respective agreements. If we fail to perform our obligations under any of these agreements, or if there is a delay in payment or early termination of the agreements, the granting authorities may, at their discretion, forfeit part of the security deposits without the requirement to demonstrate actual loss. For instance, under certain airport concession agreements, if the agreement is terminated before completion of 50% of the tenure, the authority may forfeit an amount equivalent to six months of the Minimum Monthly Guarantee (MMG). If termination occurs after completion of 50% of the tenure, the security deposit is refundable without any forfeiture. Any such forfeiture could materially reduce our cash reserves and adversely affect our liquidity. Further, repeated forfeitures of security deposit could adversely affect our reputation with government authorities and financial institutions, which may make it more difficult for us to secure future concessions or obtain financing on favourable terms. However, we are not aware of any instance during the last three financial years, where any of our concession or licensing agreements were terminated prior to completion of 50% of their contractual tenure in a manner that resulted in the forfeiture of security deposits or a forfeiture equivalent to six months of the Minimum Monthly Guarantee (MMG).

c) Risk Factor No 04 shall be updated with a negative statement as below:

4. Certain concession agreements require us to pay Minimum Monthly Guarantees (MMG) irrespective of revenue, and any inability to meet these obligations could materially affect our business and financial condition.

Some of our airport and railway concession agreements require us to pay a fixed Minimum Monthly Guarantee (MMG) to the granting authorities, regardless of the actual revenue generated from the advertising spaces. These MMG payments are typically determined at the time of bidding and remain payable even if actual revenue is lower due to seasonal fluctuations, reduced passenger traffic, or unforeseen events such as pandemics or infrastructure disruptions.

If actual revenue falls short of the MMG, we may be required to fund the shortfall from internal resources or borrowings, which could put pressure on our liquidity and profitability. Consistently underperforming locations may become financially challenging to sustain, and failure to meet MMG obligations could result in penalties, forfeiture of security deposits, or termination of rights by the granting authorities.

Such instances could also adversely affect our reputation with government authorities and financial institutions, potentially limiting our ability to secure new concessions or renew existing agreements. Consequently, any inability to meet MMG requirements could materially impact our business, financial condition, and results of operations. However, we are not aware of any instance during the last three financial years, where we failed to meet MMG obligations under any of our concession agreements in a manner that resulted in penalties, forfeiture of security deposits, or termination of rights by the granting authorities.

d) Risk Factor No 08 shall be updated as below:

8. We are dependent on a limited number of high-revenue advertising rights and concession contracts at select airports and railway zones, and any failure to retain or renew these contracts could materially affect our revenue and profitability.

A significant portion of our revenue is derived from a limited number of high-value advertising rights and concession contracts at key airports and railway zones, including those awarded by the Airports Authority of India (“AAI”) and Indian Railways (through IRCTC and other zonal authorities). These contracts are predominantly medium- to long-term in nature, typically ranging between 3 to 10 years, depending on the issuing authority. Over the past three financial years, such contracts have been consistently renewed upon expiry, subject to satisfactory performance and compliance with applicable terms.

There is no assurance, however, that these contracts will continue to be renewed in our favour upon expiry, or that any renewals will occur on terms comparable to those currently in force. Our ability to maintain or grow revenue from these locations depends on timely renewal of existing contracts, continued compliance with contractual and statutory obligations, maintaining required performance standards, and our ability to successfully secure new or replacement contracts in the event of expiry or termination. Any inability to retain, renew or secure these contracts, any delay in renewal, or any reduction in the scope of operations permitted under these contracts could materially reduce our revenue and adversely affect our financial condition, results of operations and cash flows.

e) Risk Factor No 09 shall be updated with a correct heading as below:

9. Our inability to respond to changes in consumer demands and market trends in a timely manner may adversely affect our business, financial condition, and results of operations.

Our success depends on our ability to identify, originate and define product and market trends, both on a pan India, international and more local level, as well as to anticipate, gauge and react to rapidly changing consumer demands in a timely manner. Our advertising strategies must also appeal to a broad range of customers whose preferences may vary significantly across regions and cannot be predicted with certainty. We cannot assure you that the demand for our services with end consumers will continue to grow or that we will be able to continue to develop appealing styles or meet rapidly changing consumer demands in the future. If we misjudge the market or fail to anticipate a shift in consumer preferences, we may be faced with a reduction in revenues. Any inability to respond to changes in consumer demands and market trends in a timely manner could have a material adverse effect on our business, financial condition and results of operations.

f) Risk Factor No 23 shall be shifted in top 15 risk factor as below:

14. Our Company had negative cash flows in the past, details of which are given below. Sustained negative cash flow could impact our growth and business. We have experienced negative cash flows in the past which have been set out below:

We have experienced negative cash flows in the past which have been set out below:

(Amount in ₹ Lakhs)

Particulars	For the financial year ended		
	F.Y. 2024-25	F.Y. 2023-24	F.Y. 2022-23
Net Cash flow from Operating Activities	541.49	15.83	(9.66)
Net Cash flow from Financing Activities	(325.28)	165.43	29.29
Net Cash flow from Investing Activities	(235.16)	(152.25)	(53.25)

Cash flow of a company is a key indicator to show the extent of cash generated from operations. If we are not able to generate sufficient cash flows in future, it may adversely affect our business and financial operations.

For further details of the cash flows of the company, kindly refer section titled “**Restated Financial Statements**” beginning on page 148 of the Draft Red Herring Prospectus.

g) Risk Factor No 15 shall be updated with detail of Non-Compete agreement and shall be updated as below:

15. Our Group Companies are engaged in businesses similar to ours, which may lead to potential conflicts of interest.

Our Group Companies, namely Century Venture Private Limited, Bigspace Media Private Limited and Airport Advertising (Agartala) Private Limited, are engaged in businesses similar to that of our Company. Our Promoters and members of our Promoter Group have interests in these entities, and we cannot assure that they will not, at any time, favor the interests of such Group Companies over those of our Company. As a result, business opportunities that may be available to our Company may also be available to these Group Companies, which could give rise to conflicts of interest in their allocation.

Although our Company has entered into a Non-Compete Agreement dated August 25, 2025 with the Group Companies to mitigate risks arising from overlapping business activities, we cannot assure that such arrangements will fully eliminate potential conflicts of interest. Further, there can be no assurance that our Promoters or members of the Promoter Group will not engage in competing businesses in the future or that their interests will always align with ours.

While our Company intends to adopt procedures, as permitted under applicable laws and regulations, to address conflicts of interest as and when they arise, we cannot assure that such measures will be adequate or effective in all circumstances. Any existing or future conflict of interest could adversely affect our business operations, financial condition, reputation and results of operations. For further details, see “Our Group Companies” and “Annexure X – Related Party Transactions” under the section titled “Financial Information of the Company” on pages 214 and 179, respectively, of the Draft Red Herring Prospectus.

h) Risk Factor No 16 shall be updated with a negative statement as below:

16. Our Out-of-Home (“OOH”) media installations are exposed to environmental and physical risks, and any structural failure, accident, or weather-related deterioration could result in legal liability, higher maintenance costs, reduced advertising effectiveness, and financial losses.

Our outdoor media assets, including hoardings, gantries, kiosks, and digital LED screens, are installed in open public areas, including city roads, highways, pedestrian zones, and locations around railway stations, airports, and metro stations. A significant portion of these assets are located in regions such as Bihar, West Bengal and some of the North Eastern states, which experience challenging weather conditions, including prolonged monsoon seasons, high humidity, heavy rainfall, cyclonic winds, and periodic flooding. Exposure to such conditions can accelerate structural corrosion, degrade printed materials, damage electrical components of digital installations, and lead to overall wear and tear of our media infrastructure.

Any structural failure, such as collapse, falling signage, or damage due to weather-related deterioration, could cause injury, loss of life, damage to third-party property, traffic disruption, or public nuisance. Such incidents could expose us to third party claims, civil or criminal liability, regulatory investigations, penalties under municipal and safety laws, and suspension or termination of site permissions. Additionally, deterioration of assets may reduce visual quality, brightness, and appeal of our advertising displays, potentially affecting advertiser satisfaction and effectiveness. Assets in flood-prone or high-humidity areas are particularly susceptible to water seepage, rusting, and short-circuiting, which could lead to service interruptions and higher repair, replacement, or maintenance costs. Any major incident or consistent deterioration could lead to client claims for compensation or discounts, negatively impact advertiser relationships, damage our reputation, and materially affect our operations, revenue, and financial performance. However, we have not experienced any major incident during the last three financial years, involving structural failure of our outdoor media assets that resulted in injury to individuals, significant third-party property damage, or regulatory action against our Company.

i) Risk Factor No 17 shall be updated with current status of trademark as below:

17. Our Company’s logo  is not registered as on date of this Draft Red Herring Prospectus. We may be unable to adequately protect our intellectual property. Furthermore, we may be subject to claims alleging breach of third-party intellectual property rights which could have a material adverse effect on our business, results of operations and financial condition.

Our company has applied for the registration of our logo “  ” under class 35 of the Trade Marks Act, 1999 and

the status of same is “Formalities Check Pass”. There can be no assurance that our trademark application will be accepted and the trademark will be registered. Any other vendor in the similar line of business as ours may use the above-mentioned trademark and we may have a lesser recourse to initiate legal proceedings to protect our brand name. In the event we are not able to obtain registrations due to opposition by third parties or if any injunctive or other adverse order is issued against us in respect of our logo for which we have applied for registration, we may not be able to use such trademark and / or avail the legal protection or prevent unauthorized use of such trademark by third parties, which may adversely affect our goodwill and

business. Therefore, as on date we do not enjoy the statutory provisions that are accorded to a registered trademark. Further, we may not be able to detect any unauthorized use or infringement or take appropriate and timely steps to enforce or protect our intellectual property, nor can we provide any assurance that any unauthorized use or infringement will not cause damage to our business prospects. In case we are unable to obtain the registration for the said trademark in our name, our business revenues and profitability may be impacted. For further details on our trademark, please refer to chapter titled “**Our Business**” beginning on page 104 of the Draft Red Herring Prospectus.

j) Risk Factor No 18 shall be updated with page reference of government approval chapter as below:

18. We require certain approvals or licenses in the ordinary course of business and the failure to renew, obtain or retain them in a timely manner, or at all, may adversely affect our operations.

We require various statutory and regulatory permits, licenses and approvals to operate our business. Though we believe that we have obtained approvals adequate to run our operations, we cannot assure that there are no other statutory or regulatory requirements applicable to us. Some of the approvals obtained by us are valid for a fixed period and require periodic renewal. There can be no assurance that the relevant authorities will issue or renew such approvals in a timely manner, or at all, which may lead to an interruption of our operations and have a material adverse effect on our business, financial condition and results of operations.

Our Company is yet to apply for registration of change in its name pursuant to its conversion into a public limited company under the trademark application filed with the Trade Marks Registry under the Trade Marks Act, 1999. Until such registration is completed, there can be no assurance that our rights under the existing application will be fully protected against potential challenges, oppositions, or claims by third parties.

Further, approvals required by our Company are subject to numerous conditions, and there can be no assurance that these would not be suspended, revoked or cancelled in the event of non-compliance or alleged non-compliance with any terms and conditions, or pursuant to any regulatory action. If there is any failure by us to comply with the applicable regulations, or if the regulatory framework governing our business changes, we may incur increased costs, be subject to penalties, lose certain approvals, or suffer disruption of our operations, any of which could adversely affect our business. For details regarding approvals obtained and pending as on date, please refer to section titled “**Government and Other Approvals**” beginning on page 211 of the Draft Red Herring Prospectus.

k) Risk Factor No 19 shall be updated in tabular form as below:

19. There are certain discrepancies/errors noticed in some of our corporate records relating to forms filed with the Registrar of Companies and other provisions of Companies Act, 2013. Any penalty or action taken by any regulatory authorities in future, for non-compliance with provisions of corporate and other law could impact the reputation and financial position of the Company to that extent.

Summary of Discrepancies / Non-Compliances in Corporate Records

Sr. No.	Particulars of Non-Compliance / Discrepancy	Relevant Provision	Current Status / Remarks
1.	Certain clerical errors were noticed in e-forms filed with the Registrar of Companies, including inappropriate regularization of additional directors appointed by the Board in the past.	Section 152 and relevant rules of the Companies Act, 2013	All such appointments have been duly ratified and regularized as on the date of the Draft Red Herring Prospectus.
2.	Non-filing of Form CHG-1 for creation of charge in respect of vehicle loans taken in the past.	Section 77 of the Companies Act, 2013; subject to penalty under Section 86 and/or other applicable provisions.	All such vehicle loans have been fully repaid as on the date of the Draft Red Herring Prospectus.
3.	Non-attachment of Audit Report and Cash Flow Statement with financial statements for the financial year 2014-15.	Section 129 read with Section 2(40) of the Companies Act, 2013	The non-compliance was inadvertent. The Company has ensured compliance in subsequent filings.
4.	Non-attachment of Audited Financial Statements for the financial year 2015-16 with the relevant filing.	Section 129 read with Section 2(40) of the Companies Act, 2013	The non-compliance was inadvertent. The Company has ensured compliance in subsequent filings.

5.	Non-compliance with Accounting Standard (AS) 15 – Employee Benefits, during the preparation of financial statements in earlier years.	Accounting Standard (AS) 15 prescribed under the Companies (Accounting Standards) Rules, 2006	The Company has duly complied with the requirements of AS 15 during the preparation of restated financial statements presented in the Draft Red Herring Prospectus.
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While many of these lapses have since been addressed, there can be no assurance that our Company may not be subject to regulatory scrutiny, penalties or other adverse actions in the future in respect of such past non-compliances. Any such action could adversely affect our business operations, financial condition, results of operations, reputation and our ability to raise further capital.

l) Risk Factor No 20 shall be updated in tabular form as below:

20. Non-availability of secretarial records of the company filed with ROC

Since the Company was incorporated in 1999, it is not possible to trace certain historical secretarial records filed with the ROC. Key missing records include, among others, forms relating to the history of equity share capital and changes in the registered office of the Company. Details of equity share allotments and changes in registered office have been extracted from available minutes, share certificates, and the statutory register maintained by the Company. However, we cannot assure that the filings were made with the ROC. Although Our Company has obtained a search report dated May 06, 2025 from a Practicing Company Secretary firm, Kishan Kumar & Associates (C.P. No. 14830).

Please find below list of all the secretarial records which were available with the Registrar of Companies (ROC) :

S. No.	Particulars
1.	Certificate of Incorporation dated 23.09.1999
2.	Memorandum of Association
3.	Articles of Association
4.	Form No. 32 (Particulars for appointment of Director)
5.	Form No. 18 (Notice of Situation of Registered Office)
6.	Form No. 1 (Declaration)
7.	Form No. 8 (Creation of Charge)
8.	Form No. 8 (Creation of Charge)
9.	Secretarial Compliance Certificate for F.Y. 31.03.2003
10.	Secretarial Compliance Certificate for F.Y. 31.03.2004
11.	Director's Report along with Financial Statements for the F.Y ended 31.03.2003
12.	Director's Report along with Financial Statements for the F.Y ended 31.03.2004
13.	Director's Report along with Financial Statements and 3CA for the F.Y ended 31.03.2005
14.	Form No. 18-(Notice of Change of Situation of Registered Office)- F.Y. 1999-2000

While we have relied on our statutory records for historical details, the absence of complete filings on the RoC portal may limit our ability to demonstrate past compliance in certain cases. If any noncompliance or deficiency is identified, our Company may be required to undertake corrective measures, make additional filings, or respond to regulatory queries, which may involve time, cost, or penalties.

m) Risk Factor No 24 shall be updated in tabular form as below:

24. Any Penalty or demand raised by statutory authorities in future will affect financial position of the Company.

Our business operations are subject to the provisions of taxation laws, including Goods and Services Tax and Income Tax, as well as labour laws such as contributions towards Provident Fund and Employee State Insurance. Any delay or default in compliance with these requirements, or any demand, penalty, or interest levied by the relevant authorities, may result in additional financial burden and adversely impact our financial position. In the past, there have been instances of delay in statutory filings and payments, including GST returns and employee-related contributions such as ESIC and EPF, for which late fees and penalties were paid. We cannot assure you that we will not face similar instances in the future, and any such non-compliance may materially and adversely affect our business, financial condition, results of operations and prospects

CAPITAL STRUCTURE**Capital buildup of Sangita Dokania and Shreya Chaudhary as Promoters will be inserted as below****14. Capital Buildup in respect of Shareholding of our Promoters**

As on the date of the Draft Red Herring Prospectus, our Promoters Shashi Kumar Chaudhary, Seema Chaudhary, Sangita Dokania and Shreya Chaudhary collectively holds 61,29,120 Equity Shares of face value of ₹10/- each of our Company. None of the Equity Shares held by our Promoters are subject to any pledge.

Set forth below is the build-up of the shareholding of our Promoters in our Company since incorporation.

Date of Allotment and made fully paid up/ Transfer	No. of Equity Shares [^]	Face Value Per Share (Rs.)	Issue/ Acquisition / Transfer Price (Rs.)	Consideration	Nature of Acquisition	Pre-Issue Shareholding %	Post-Issue Shareholding %
Sangita Dokania							
November 04, 1999*	10,000	10	10	Cash	Further Allotment	0.16	[●]
March 26, 2018	30,000	10	50	Cash	Right Issue	0.45	[●]
November 05, 2018	80,000	10	-	Other than cash	Issue of Bonus Shares in ratio of 2:1	1.24	[●]
March 30, 2024	20,000	10	-	Gift	Acquisition by way of Transfer ^(x)	0.31	[●]
March 23, 2025	9,80,000	10	-	Other than cash	Issue of Bonus Shares in ratio of 7:1	15.20	[●]
Total (C)	11,20,000					17.37	[●]
Shreya Chaudhary							
February 29, 2024	10	10	-	-	Acquisition by way of Transfer ^(xi)	Negligible	[●]
March 23, 2025	70	10	-	Other than cash	Issue of Bonus Shares in ratio of 7:1	Negligible	[●]
Total (D)	80					-	[●]

Note: [^]None of the Shares has been pledged by our Promoters.

*We are unable to trace form 2 filed for allotment of shares on November 04, 1999, we have relied on the Minutes books and statutory registers of the Company in respect of same.

(x) Details of acquisition of Shares by Sangita Dokania by way of transfer through a gift of 20,000 equity shares dated March 30, 2024

Sr. No.	Date of Transfer	Name of Transferor	No. of Share Transfer
1.	March 30, 2024	Manoj Kumar Dokania	20,000
		Total	20,000

(xi) Details of acquisition of Shares by Shreya Chaudhary by way of transfer through a gift of 10 equity shares dated February 29, 2024.

Sr. No.	Date of Transfer	Name of Transferor	No. of Share Transfer
1.	February 29, 2024	Shashi Kumar Chaudhary	10
		Total	10

15. The average cost of acquisition of or subscription of shares by our Promoters is set forth in the table below:

Sr. No.	Name of the Promoters	No. of Shares held	Average cost of Acquisition (in ₹)
1	Shashi Kumar Chaudhary	47,57,120	0.37
2	Seema Chaudhary	2,51,920	0.85
3	Sangita Dokania	11,20,000	1.43
4	Shreya Chaudhary	80	0.00

16. Shareholding of Promoters & Promoters Group

Following are the details of pre and post Issue shareholding of persons belonging to the category “**Promoter and Promoter Group**”:

Sr. No	Names	Pre IPO		Post IPO	
		Shares Held	% Shares Held	Shares Held	% Shares Held
Promoters					
1	Shashi Kumar Chaudhary	47,57,120	73.76	[●]	[●]
2	Seema Chaudhary	2,51,920	3.91	[●]	[●]
3	Sangita Dokania	11,20,000	17.37	[●]	[●]
4	Shreya Chaudhary	80	Negligible	[●]	[●]
Sub Total (A)		61,29,120	95.04	[●]	[●]
Promoter Group					
5	Shreyash Dokania	1,60,000	2.48	[●]	[●]
6	Shivangi Dokania	1,60,000	2.48	[●]	[●]
7	Khushi Chaudhary	80	Negligible	[●]	[●]
8	Niraj Kumar Kedia	80	Negligible	[●]	[●]
Sub Total (B)		3,20,160	4.96	[●]	[●]
Grand Total (A+B)		64,49,280	100.00	[●]	[●]

17. Except as provided below, no Equity Shares were acquired/ purchased/ sold by the Promoter and Promoter Group, Directors and their immediate relatives within six months immediately preceding the date of filing of the Draft Red Herring Prospectus.

Date of Allotment/ Transfer	Name of Shareholders	No. of Equity Share	% of Pre issue Capital	Subscribed/Acquire/ Transfer	Category of Allottees (Promoter/ Promoter Group/ Director)
March 23, 2025	Shashi Kumar Chaudhary	41,62,480	64.54	Bonus Issue (7:1)	Promoter and Director
	Seema Chaudhary	2,20,430	3.42		Promoter and Director
	Sangita Dokania	9,80,000	15.19		Promoter and Director
	Shreyash Dokania	1,40,000	2.17		Relative of Director
	Shivangi Dokania	1,40,000	2.17		Relative of Director
	Shreya Chaudhary	70	Negligible		Promoter
	Khushi Chaudhary	70	Negligible		Relative of Promoter
	Niraj Kumar Kedia	70	Negligible		Relative of Promoter

19. Details of Promoters’ Contribution Locked-in for Three Years

Pursuant to Regulation 236 and 238 of SEBI (ICDR) Regulations, 2018, an aggregate of 20.00% of the post issue capital held by our Promoters shall be considered as Promoter’s Contribution (“**Promoters Contribution**”) and shall be locked-in for a period of three years from the date of allotment of Equity shares issued pursuant to this Issue. The lock in of Promoter’s Contribution would be created as per applicable law and procedure and details of the same shall also be provided to the Stock Exchange before listing of the Equity Shares.

As on the date of the Draft Red Herring Prospectus, our Promoters collectively hold 61,29,120 Equity Shares constituting [●] % of the Post – Issued, subscribed and paid-up Equity Share Capital of our Company, which are eligible for the Promoters’ contribution.

Our Promoters, Shashi Kumar Chaudhary, Seema Chaudhary and Sangita Dokania have given written consent to include 17,60,000 Equity Shares held by them and subscribed by them as part of Promoters Contribution constituting [●] % of the post issue Equity Shares of our Company. Further, they have agreed not to sell or transfer or pledge or otherwise dispose of in any manner, the Promoters contribution, for a period of three years from the date of allotment in the Issue.

Date of Allotment/ transfer and made fully paid up	No. of Equity Shares locked-in*	Face Value Per Share (₹)	Issue/ Acquisition/ Transfer Price (₹)	Nature of transaction	Post-Issue Shareholding %	Lock in Period
Shashi Kumar Chaudhary						
March 23, 2025	12,00,000	10	-	Acquisition by way of Bonus Issue (7:1)	[●]	3 years
Seema Chaudhary						
March 23, 2025	60,000	10	-	Acquisition by way of Bonus Issue (7:1)	[●]	3 years
Sangita Dokania						
March 23, 2025	5,00,000	10	-	Acquisition by way of Bonus Issue (7:1)	[●]	3 years

*Assuming full subscription to the Issue

Details of Promoters' Contribution Locked-in for One Year and Two Year

In terms of Regulation 238(b) of the SEBI (ICDR) Regulations, 2018 and SEBI (ICDR) (Amendment) Regulations, 2025, in addition to the Minimum Promoters contribution which is locked in for three years held by the promoters, as specified above, the 50% of pre-issue Equity Shares share capital constituting 21,84,560 Equity Shares shall be locked in for a period of one year and remaining 50% of pre-issue Equity Shares share capital constituting 21,84,560 Equity Shares shall be locked in for a period of two years from the date of allotment of Equity Shares in this Issue.

Details of pre-issue equity shares held by persons other than the promoters locked-in for One Year

In terms of Regulation 239 of the SEBI (ICDR) Regulations, 2018, in addition to the Minimum Promoters contribution as per regulation 238(a) and 238(b) of the SEBI (ICDR) Regulations, 2018, the entire pre-issue equity share capital held by persons other than the promoters constituting 3,20,160 Equity Shares shall be locked in for a period of one year from the date of allotment of Equity Shares in this Issue. In terms of Regulation 241 of the SEBI (ICDR) Regulations, 2018, the Equity Shares which are subject to lock-in shall carry inscription 'non-transferable' along with the duration of specified non-transferable period mentioned in the face of the security certificate. The shares which are in dematerialized form, if any, shall be locked-in by the respective depositories. The details of lock-in of the Equity Shares shall also be provided to the Designated Stock Exchange before the listing of the Equity Shares.

OBJECTS OF THE ISSUE**II. Estimated capital expenditure for deployment of digital media assets at Ranchi & Darbhanga Airport and Patna City:**

Our Company proposes to utilise ₹110.98 lakhs from the Net Proceeds towards the acquisition and phased deployment of digital media assets at selected urban and transit locations. These assets are expected to include high-resolution LED display panels and media control units capable of supporting real-time content scheduling and remote management features.

Below is the summary of the proposed deployment

Sl. No.	Airport	Media	Size	Face	Sqft	Estimate d. Cost	Indoor/ outdoor	Name of the Vendor	Vali dity
1	Patna Kalidas Rangalaya, Patna	Billboard	40x20	1	800	52.16	Outdoor	Aero Digital Private Limited	90 Days
2	Patna Kalidas Rangalaya, Patna,	Billboard	20x20	1	400	26.02	Outdoor		
3	Darbhanga Airport Conveyor Belt, Darbhanga	Billboard	12x4	2	96	8.14	Indoor		
4	Ranchi Airport Arrival Conveyor Belt No.1, Ranchi	Billboard	10x4	2	80	6.94	Indoor		
5	Ranchi Airport Arrival Conveyor Belt No.2, Ranchi	Billboard	10x4	2	80	6.94	Indoor		
6	Ranchi Airport Arrival Conveyor Belt No.3, Ranchi	Billboard	10x4	2	80	6.94	Indoor		
Total						110.98			

Verification of Assumption made by Management:

Debtors	The average Trade Receivables holding period has reduced from 103 days in FY 2022–23 to 88 days in FY 2023–24, reflecting improved collection efficiency and stricter credit monitoring measures. However, it slightly increased to 97 days in FY 2024–25 due to higher sales volume and extended credit terms offered to customers which is in line with market practices. Further, the holding period for average trade receivable is anticipated at 98 Days of total revenue from operations during F.Y. 2025-26 and 95 days of total revenue from operations during F.Y.2026-27.
Creditors	The average Trade Payables holding period has decreased significantly from 100 days in FY 2022–23 to 50 days in FY 2023–24 and further to 41 days in FY 2024–25, primarily owing to the Company's policy of timely settlement of dues and improved liquidity position. The estimated trade payables holding period are 24 days and 13 days respectively for the F.Y.2025-26 and F.Y. 2026-27 respectively which is in commensurate with company's objective to improve its creditability in the market, strengthen supplier relationships and avail favourable purchase terms from suppliers.

Public Issue Expenses

The total expenses for this Issue are estimated to be approximately Rs. [●] Lakhs, which is [●] % of the Issue Size. All the Issue related expenses shall be proportionately met out from proceeds of the Issue as per applicable laws. The break-up of the same is as follows:

Particulars	Estimated issue expenses (Rs. in lakhs)*	% of total estimated Issue expenses	% of Gross Proceeds
Fees and commissions payable to the BRLM (including any underwriting commission, brokerage, and selling commission)	[●]	[●]	[●]
Fees Payable to Registrar to the Issue	[●]	[●]	[●]
Fees Payable for Advertising, Marketing Expenses	[●]	[●]	[●]
Payment for Printing & Stationery, Postage, etc.	[●]	[●]	[●]
Fees Payable to Legal Advisor to the issue	[●]	[●]	[●]

Fees Payable to Regulators including Stock Exchange and other Intermediaries	[•]	[•]	[•]
Others, if any (Commission/processing fee for SCBs, Sponsor Bank(s), Banker to the issue and Bidding Charges for Members of the Syndicate, Registered Brokers, CDPs, and other Miscellaneous expenses)	[•]	[•]	[•]
Total Estimated Issue Expenses	[•]	[•]	[•]

Monitoring Utilization of Funds

As the size of the issue will not exceed Rs. 5,000 Lakhs, the appointment of Monitoring Agency would not be required as per Regulation 262(1) of the SEBI ICDR Regulations. Our Board and the management will monitor the utilization of the Net Issue Proceeds through our audit committee. Pursuant to Regulation 32 of the SEBI Listing Regulations, our Company shall on half-yearly basis disclose to the Audit Committee the Application of the proceeds of the Issue. On an annual basis, our Company shall prepare a statement of funds utilized for purposes other than stated in the Red Herring Prospectus and place it before the Audit Committee. Such disclosures shall be made only until such time that all the proceeds of the issue have been utilized in full.

Interim Use of Funds

Pending utilization of the Net Proceeds for the purposes described above, our Company will deposit the Net Proceeds only with scheduled commercial banks included in the Second Schedule of the Reserve Bank of India Act, 1934, as amended, as may be approved by our Board. In accordance with Section 27 of the Companies Act, 2013, our company confirms that it shall not use the Net Proceeds for buying, trading or otherwise dealing in shares of any other listed company or for any investment in the equity markets or investing in any real estate product or real estate linked products.

Variation in Objects

In accordance with Section 13(8) and Section 27 of the Companies Act, 2013, our Company shall not vary the objects of the Initial Public Issue without our Company being authorized to do so by the Shareholders by way of a special resolution through a postal ballot. Further, pursuant to Regulation 32 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, our Company shall on half yearly basis disclose to the Audit Committee the applications of the proceeds of the Offer. In addition, the notice issued to the Shareholders in relation to the passing of such special resolution ("Postal Ballot Notice") shall specify the prescribed details as required under the Companies Act. The Postal Ballot Notice shall simultaneously be published in the newspapers, one in English and one in Hindi, the vernacular language of the jurisdiction where our Registered Office is situated. Our Promoters will be required to provide an exit opportunity to such shareholders who do not agree to the above stated proposal, at a price as may be prescribed by SEBI, in this regard.

The promoters or shareholders in control of an issuer shall provide an exit offer to dissenting shareholders as provided for in the Companies Act, 2013 in case of change in objects or variation in the terms of contract related to objects referred to in the offer document as per the conditions and in the manner provided in Schedule XX.

Other confirmations

There are no material existing or anticipated transactions with our Promoters, our Directors, our Company's key Managerial personnel, in relation to the utilization of the Net Proceeds. No part of the Net Proceeds will be paid by us as consideration to our Promoters, our directors or key managerial personnel except in the normal course of business and in compliance with the applicable laws.

OUR BUSINESS

North eastern stated shall be described at each places as below:

We have an operational presence across Bihar, Jharkhand, West Bengal, and the North Eastern states such as Tripura, Arunachal Pradesh, Assam, Nagaland, managing outdoor media assets and executing advertising campaigns. Beyond these regions, we provide OOH advertising services across India through a mix of exclusive and non-exclusive media rights, catering to a client base in multiple states and industry sectors. We hold exclusive advertising rights at the airports in Patna, Ranchi, Deoghar, Darbhanga, and Jorhat, and non-exclusive rights at Dimapur, and Itanagar airports. Additionally, we have marketing rights at Gaya, Agartala, and Silchar airports. In the railway segment, we hold exclusive advertising rights outside station campuses under the East Central Railway (“ECR”) zone, covering the divisions of Danapur, Dhanbad, Mughalsarai, Samastipur, and Sonepur, encompassing a total of 714 railway stations. In the metro segment, we hold Platform Screen Door (“PSD”) advertising rights at Howrah and Esplanade metro stations. Further, for specific client campaigns, we also procure temporary advertising assets from third-party hoarding owners based on campaign requirements.

Heading of the property shall be correctly disclosed as below

PROPERTY

I. Details of Immovable Properties

The Details of the Immovable properties taken on lease / rent/ right to use basis are given below:

Sr. No.	Location	Purpose	Area (Sq. ft.)	Owned/ Leased	Details
1.	1 st Floor, Office No.107, Emarat Firdaus, Exhibition Road, Patna-800001, Bihar.	Office Usage	609.00 Sq. Ft.	Rented	Rent agreement dated November 06, 2025 between Ms. Insha Rahman and M/S Century Business Media Ltd. for a period of 11 months starting from October 1, 2025 to August 31, 2026 at a rent of Rs. 21600 per month
2.	1 st Floor, Office No.106, Emarat Firdaus, Exhibition Road, Patna-800001, Bihar.	Office Usage	780.00 Sq. Ft.	Rented	Rent agreement dated November 06, 2025 between Ms. Insha Rahman and M/S Century Business Media Ltd. for a period of 11 months starting from October 1, 2025 to August 31, 2026 at a rent of Rs. 35,850 per month
3.	Office No. 204, ABACUS, Situated at plot No IIE/23 in Action Area- IIE , New Town , District – North 24 Parganas, Kolkata-700161, West Bengal.	Office Usage	Approx. 650 Sq. ft. Carpet Area	Leased	License and Lease Agreement dated September 06, 2025 between Ms. Sangita Dokania, Mr. Sashi Kumar Chaudhary and M/S Century Business Media Ltd. for a period of 11 months starting from September 07, 2025 at a monthly rent of Rs. 100000 equally distributed between Ms. Sangita Dokania, Mr. Shashi Kumar Chaudhary
4.	Khata No. 3, Khesra No. 775 at Mauja- Rajapur, Anchal- Patna Sadar, Halka- Patliputra, P.S No. 9/3, District-Patna, Bihar.	Will be used as godown*	2940 Sqft.	Leased	Agreement dated May 01, 2025 between Mrs. Anita Manik and M/S Century Business Media. Ltd. for a period of 11 months starting from May 01, 2025 to 31st Mar 2026.
5.	Sinha Library Road, PS- Kotwali, PO- G.P.O, District- Patna, Ward No-28.	Godown And Workshop	2160 Sq. ft.	Leased	Renewal Agreement dated June 05, 2025 between Mrs. Jaya Bahadur and M/S Century Business Media Ltd. for a period of 11 months starting from June 05, 2025 to 4 May, 2026.

**Note- The said property will be used as a godown-cum-workshop, and the existing godown-cum-workshop will be shifted from Sinha Library Road, P.S. Kotwali, P.O. G.P.O., District Patna, Ward No. 28 to the newly constructed godown at Khata No. 3, Khesra No. 775, Mauja Rajapur, Anchal Patna Sadar, Halka Patliputra, P.S. No. 9/3, District Patna, Bihar. This information shall be updated prior to filing of RHP with the ROC.*

II. Details of Intellectual Properties

The details of the Intellectual property are given below:

Trademark	Trademark Application/ Registration Number	Class of Registration	Trademark Type	Date of Issue/ Application	Status	Validity
 OOH Media Assets & Solutions	6584414**	35	DEVICE	21/08/2024	Formalities Chk Pass	NA

**Note- Applied in the name of Century Business Media Private Limited

HISTORY AND CORPORATE STRUCTURE

Other Agreements:

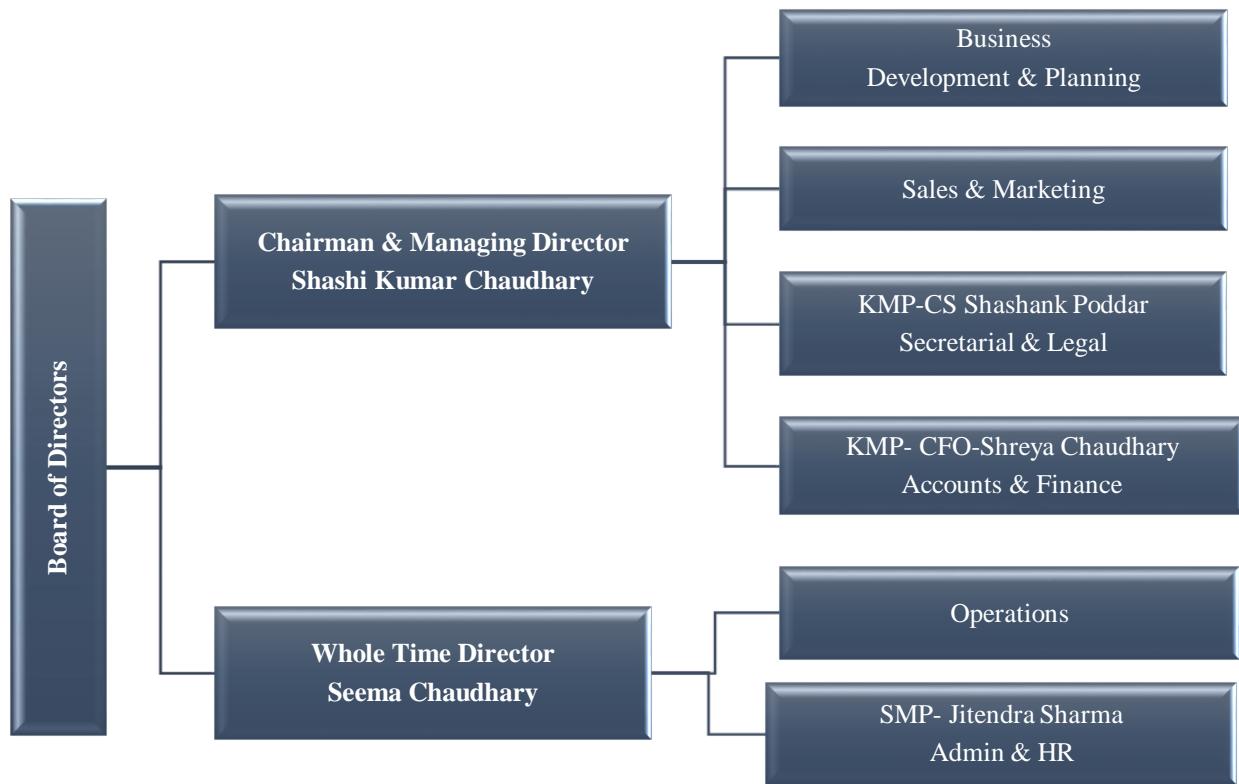
Non-Compete Agreement:

Our Company has entered into a Non-Compete Agreement dated August 25, 2025 with its Group Companies, which remains valid as on the date of filing of this Draft Red Herring Prospectus

OUR MANAGEMENT

9. "MANAGEMENT ORGANISATION STRUCTURE"

The following chart depicts our Management Organization Structure



Interest of Directors in the property of Our Company:

Except as mentioned in the Draft Red Herring Prospectus, our directors do not have any interest in any property acquired by our Company during the period of two years before filing of the Draft Red Herring Prospectus or proposed to be acquired by us as on date of the Draft Red Herring Prospectus.

Address of Property	Use	Owned/ Leased	Name of the Seller/ Lessor	Consideration/ Lease Rental/ License Fees
Office No.204, ABACUS, Situated at plot No. IIE/23 in Action area-IIE, New Town, District -North 24 Parganas Kolkata-700161, West Bengal	Corporate Office	Leased	Lessor: Sangita Dokania and Shashi Kumar Chaudhary	License and Lease Agreement dated September 06, 2025 between Ms. Sangita Dokania, Mr. Sashi Kumar Chaudhary and M/S Century Business Media Ltd. for a period of 11 months starting from September 07, 2025 at a monthly rent of Rs. 100000 equally distributed between Ms. Sangita Dokania, Mr. Shashi Kumar Chaudhary

KEY MANAGERIAL PERSONNEL AND SENIOR MANAGEMENT PERSONNEL

Our Company is supported by a team of professionals having exposure to various operational aspects of our business. A brief detail about the Key Managerial Personnel of our Company is provided below:

Name, Designation & Educational Qualification	Age (Years)	Year of joining	Compensation paid for F.Y. ended 24-25 (in Rs. Lacs)	Overall experience (in years)	Previous employment
Shreya Chaudhary Designation: Chief Financial Officer Educational Qualification: B. Com (Honours Course)	29	2017	-	8	Century Business Media Limited (<i>Formerly known as Century Business Private Limited</i>)
Shashank Poddar Designation: Company Secretary and Compliance Officer Educational Qualification —Member of the Institute of Company Secretaries of India M. No.- ACS <u>33464</u>	34	2024	1.29	10	Mafia Trends Limited

OUR PROMOTERS AND PROMOTER GROUP

Sangita Dokania and Shreya Chaudhary shall be classified as promoter of the Company and chapter shall be updated as below

A. Our Promoters:

As on date of the Draft Red Herring Prospectus, the Promoters of our Company are Shashi Kumar Chaudhary, Seema Chaudhary Sangita Dokania and Shreya Chaudhary.

As on date of the Draft Red Herring Prospectus, the Promoters, in aggregate, hold 61,29,040 Equity shares of our Company, representing 95.03% of the pre-issue paid-up Equity Share capital of our Company. Our Promoters and Promoter Group will continue to hold the majority of the post-issue paid-up Equity Share Capital of our Company. For details of the build-up of the Promoters' shareholding in our Company, see "***Capital Structure – Capital Buildup in respect of Shareholding of our Promoters***" on page 63 of the Draft Red Herring Prospectus.

Brief Profile of our Promoters is as under:

	<p><i>Sangita Dokania – Non-Executive Director</i></p> <p>Sangita Dokania aged 53 years, is our Promoter and is also the Non-Executive Director on our Board.</p> <p>For details of her residential address, date of birth, educational qualifications, experience in business or employment, business and financial activities, special achievements, positions/posts held in the past and other directorships, see "<i>Our Management –Brief profile of Directors</i>" on page 128 of the Draft Red Herring Prospectus.</p> <p>Other ventures of our Promoters – Except as disclosed and set out in the chapter titled '<i>Our Management</i>', our Promoters are not involved with any other venture, as a shareholder/ stakeholder, proprietor, partner, promoters or director.</p> <p>Her permanent account number is ACFPD0094G.</p> <p>For details of her shareholding, please see "<i>Capital Structure</i>" on page 63 of the Draft Red Herring Prospectus.</p>
	<p><i>Shreya Chaudhary – Chief Financial Officer</i></p> <p>Shreya Chaudhary aged 29 years, is our Promoter and is also the Chief Financial Officer on our Board.</p> <p>For details of her residential address, date of birth, educational qualifications, experience in business or employment, business and financial activities, special achievements, positions/posts held in the past, see "<i>Our Management –Key Managerial Personnel and Senior Management Personnel</i>" on page 128 of the Draft Red Herring Prospectus.</p> <p>Other ventures of our Promoters – Except as disclosed and set out in the chapter titled '<i>Our Management</i>', our Promoters are not involved with any other venture, as a shareholder/ stakeholder, proprietor, partner, promoters or director.</p> <p>Her permanent account number is BCBPC1439H.</p> <p>For details of her shareholding, please see "<i>Capital Structure</i>" on page 63 of the Draft Red Herring Prospectus.</p>

*For brief biography of our Individual Promoters, please refer to Chapter titled "***Our Management***" and "***Our Management –Key Managerial Personnel and Senior Management Personnel***" beginning on page 128 of the Draft Red Herring Prospectus.*

Interest of our Promoters:

i. Interest in promotion and shareholding of Our Company:

Our Promoters are interested in the promotion of our Company and also to the extent of their shareholding and shareholding of their relatives, from time to time, for which they are entitled to receive dividend payable, if any, and other distribution in respect of the Equity Shares held by them and their relatives. As on the date of the Draft Red Herring Prospectus, Our Promoters, Shashi Kumar Chaudhary, Seema Chaudhary, Sangita Dokania and Shreya Chaudhary collectively hold 61,29,120 Equity Shares in our Company i.e. 95.04% of the pre issue paid up Equity Share Capital of our Company. For details, please refer to “**Annexure X – “Related Party Transactions”** beginning on page 179 of the Draft Red Herring Prospectus.

Our Promoters may also be deemed to be interested to the extent of the remuneration, as per the terms of their appointment and reimbursement of expenses payable to them for the rent, purchase and sale transactions. For details, please refer to “**Related Party Disclosures**” beginning on page 179 of the Draft Red Herring Prospectus.

ii. Interest in the property of Our Company:

Except as mentioned hereunder, our Promoters do not have any other interest in any property acquired by our Company in a period of two years before filing of the Draft Red Herring Prospectus or proposed to be acquired by us as on date of the Draft Red Herring Prospectus.

Address of Property	Use	Owned/ Leased	Name of the Seller/ Lessor	Consideration/ Lease Rental/ License Fees
Office No.204, ABACUS, Situated at plot No. IIE/23 in Action area-IIE, New Town, District -North 24 Parganas Kolkata-700161, West Bengal	Corporate Office	Leased	Lessor: Sangita Dokania and Shashi Kumar Chaudhary	License and Lease Agreement dated September 06, 2025 between Ms. Sangita Dokania, Mr. Sashi Kumar Chaudhary and M/S Century Business Media Ltd. for a period of 11 months starting from September 07, 2025 at a monthly rent of Rs. 100000 equally distributed between Ms. Sangita Dokania, Mr. Shashi Kumar Chaudhary

Companies/ Firms with which our Promoters have disassociated in the last (3) three years:

Except as mentioned below, none of our Promoters have disassociated themselves from any of the Company, Firms or other entities during the last three years preceding the date of the Draft Red Herring Prospectus.

Name of Promoter	Companies or Firm with which promoters have disassociated	Reasons and Circumstances of disassociation
Shashi Kumar Chaudhary	Aero Global Media Private Limited	Resignation as Director w.e.f. February 26, 2024
	Mera Plot & Homes Private Limited	The company was voluntarily struck off from the Register of Companies on July 07, 2025

Other ventures of our Promoter:

Save and except as disclosed in this section titled “**Our Promoters & Promoter Group**” and “**Our Group Companies**” beginning on page 142 and page 214 respectively, of the Draft Red Herring Prospectus, there are no other ventures, in which our Promoters have any business interests/ other interests.

Experience of Promoters in the line of business:

Our Promoters, Shashi Kumar Chaudhary, Seema Chaudhary, Sangita Dokania and Shreya Chaudhary have an experience of around 25 years, 13 years, 8 years and 8 years respectively in the same line of business. The Company shall also endeavors to ensure that relevant professional help is sought as and when required in the future.

B. OUR PROMOTER GROUP:

In addition to the Promoters named above, the following natural persons are part of our Promoter Group:

1. Natural Persons who are part of the Promoter Group:

As per Regulation 2(1)(pp)(ii) of the SEBI (ICDR) Regulations, 2018, the Natural persons who are part of the Promoter Group (due to their relationship with the Promoters) are as follows:

Relationship	Name of the Relatives				
	Shashi Kumar Chaudhary	Seema Chaudhary	Sangita Dokania	Shreya Chaudhary	
Father	Banwari Lal Chaudhary	Jawahar Lal Kedia	Banwari Lal Chaudhary	Shashi Kumar Chaudhary	
Mother	Vidya Devi	Late Chandrakanta Kedia	Vidya Devi	Seema Chaudhary	
Spouse	Seema Chaudhary	Shashi Kumar Chaudhary	Manoj Kumar Dokania	Ashutosh Gupta	
Brother	Ravindra Kumar Chaudhary	Pankaj Kumar Kedia Niraj Kumar Kedia	Ravindra Kumar Chaudhary Shashi Kumar Chaudhary	Raghav Chaudhary	
Sister	Rekha Jagnani Surekha Gupta Sangita Dokania	-	Rekha Jagnani Surekha Gupta	Khushi Chaudhary	
Son	Raghav Chaudhary	Raghav Chaudhary	Shreyash Dokania	N/A	
Daughter	Shreya Chaudhary Khushi Chaudhary	Shreya Chaudhary Khushi Chaudhary	Shivangi Dokania	N/A	
Spouse's Father	Jawahar Lal Kedia	Banwari Lal Chaudhary	Late Mahabir Prasad Dokania	Ashok Kumar Gupta	
Spouse's Mother	Late Chandrakanta Kedia	Vidya Devi	Late Geeta Devi	Punam Gupta	
Spouse's Brother	Pankaj Kumar Kedia Niraj Kumar Kedia	Ravindra Kumar Chaudhary	Late Badri Ram Dokania Late Sunil Dokania Late Rajendra Dokania	N/A	
Spouse's Sister	-	Rekha Jagnani Surekha Gupta Sangita Dokania	Laxmi Devi Khowala Kusum Agrawal Bandana Devi	Varsha Gupta	

2. Corporate Entities or Firms forming part of the Promoter Group:

As per Regulation 2(1)(pp)(iv) of the SEBI (ICDR) Regulations, 2018, the following entities would form part of our Promoter Group:

S. No.	Nature of Relationship	Name of Entities
A.	Any Body Corporate in which 20% or more of the Equity Share Capital is held by Promoter or an immediate relative of the Promoter or a firm or Hindu Undivided Family (HUF) in which Promoter or any one or more of his immediate relatives are a member.	<ul style="list-style-type: none"> Century Ventures Private Limited Banwari Lal Chaudhary Cold Storage Private Limited Grazing Agronomy Private Limited Bigspace Media Private Limited Raunak Vatika Private Limited Raunak Agri Farm Private Limited
B.	Any Body Corporate in which a body corporate as provided in (A) above holds twenty per cent. or more, of the equity share capital; and	<ul style="list-style-type: none"> Airport Advertising & Media Private Limited Airport Advertising (Agartala) Private Limited
C.	Any Hindu Undivided Family or firm in which the aggregate share of the promoter and their relatives is equal to or more than twenty per cent. of the total capital;	<ul style="list-style-type: none"> Shashi Kumar Chaudhary HUF Banwari Lal Chaudhary HUF Chaudhary Cold Storage & Fruit Preservation (Partnership Firm)

Following information will be removed from the RHP

3. Other persons included in Promoter Group:

Except as mentioned below, none of other persons forms part of Promoter group for the purpose of shareholding of the Promoter Group under Regulation 2(1)(pp)(v) of SEBI (ICDR) Regulations 2018.

Name of Person/ Entity
1. Shreyash Dokania
2. Shivangi Dokania

SECTION VII – LEGAL AND OTHER INFORMATION

OUTSTANDING LITIGATION AND MATERIAL DEVELOPMENTS

Outstanding litigation and material developments” chapter has been updated with regards to next date of hearings as below:

A. LITIGATION INVOLVING THE COMPANY

(a) Criminal proceedings against the Company

1. **Kraft Outdoor Media Pvt. Ltd. vs. Century Business Pvt. Ltd. & Anr.**; CC/739(C)/2020; Court of Miss Komal Shandilya, J.M. 1st Class, Patna.

The case involves alleged violations under Section 138 of the Negotiable Instruments Act. Both parties reached a mutual settlement, resolving all business disputes with Shashi Kumar Chaudhary agreeing to pay Rs.10,00,000 plus GST (minus TDS) as full and final settlement. The complainant accepted this resolution and agreed not to pursue further legal action or provide additional evidence. Both parties and their legal representatives signed a formal compromise petition requesting the court's acceptance of this resolution.

Current Status: The agreed compromise amount of Rs.10,00,000 plus GST (minus TDS) has been paid in full. The amount has been written off in the company's books. The case is pending court approval of the settlement, with the next hearing scheduled for 20/12/2025. The case is currently at the Appearance stage of proceedings.

2. **Kraft Outdoor Media Pvt. Ltd. vs. Century Business Pvt. Ltd. & Anr.**; CC/391(C)/2020; The Court of Miss Komal Shandilya, J.M. 1st Class, Patna.

The case involves alleged violations under Section 138 of the Negotiable Instruments Act. On 29/08/2022, both parties reached a joint compromise outside of court, settling all grievances including financial claims. Under the settlement terms, Mr. Chaudhary agreed to pay Rs.16,59,573 plus an additional Rs.35,76,918 with GST, which he paid through two demand drafts dated 29/08/2022. Century Business Pvt. Ltd. also committed to pay Rs.1,11,80,000 within four months of the compromise date. The total settlement amount of Rs.1,64,16,491 has been fully paid. Both parties signed a joint compromise petition agreeing to these terms, with the complainant reserving the right to cancel the compromise and resume legal action if terms weren't met.

Current Status: The entire compromise amount of Rs.1,64,16,491 has been paid in full. The amount has been written off in the company's books. The case is pending court approval of settlement, with the next hearing scheduled for 20/12/2025. The case is currently at the Appearance stage of proceedings.

(b) Criminal proceedings filed by the Company

1. **Century Business Pvt. Ltd. vs. Ratnakar Srinivasan Prop. of Red Bull Media's**; CC/7968(C)/2024 pending before The Court of Chief Judicial Magistrate, Patna.

The accused engaged the complainant for advertising services related to digital media placements at Patna Airport, resulting in invoices totaling Rs.2,00,600 until 22/12/2022, of which Rs.1,00,000 was paid. Despite repeated demands for the outstanding balance of Rs.1,00,600, the accused failed to make further payments. As a result, the complainant has initiated legal action against the accused on grounds of mala-fide intent, fraud, criminal breach of trust, and cheating under Sections 406, 417, and 420 of IPC.

Current Status: No settlement has been reached, with only partial payment (Rs.1,00,000) received to date. The case is currently at the Hearing stage of proceedings with the next hearing scheduled for 10/12/2025.

2. **Century Business Pvt. Ltd. vs. Rohit Kumar - Prop. of Ad World**; CC/9124(C)/2023 pending before The Court of Chief Judicial Magistrate, Patna.

The accused engaged the complainant for advertising and hoarding services on a rental basis, resulting in invoices totaling Rs.6,07,022 (in June 2022), of which Rs.3,07,000 was paid. Despite repeated demands for the outstanding balance of Rs.3,00,022, including a legal notice dated 01/09/2023, the accused failed to make further payments. Consequently, the complainant has initiated legal action against the accused under Sections 406, 417, and 420 of the Indian Penal Code, alleging mala-fide intent, fraud, criminal breach of trust, and cheating.

Current Status: No settlement has been reached, with only partial payment (Rs.3,07,000) received to date. The case is currently at the Enquiry Witness stage of proceedings with the next hearing scheduled for 19/12/2025.

3. **Century Business Pvt. Ltd. vs. Manish Kumar & Others;** CC/340(C)/2021 pending before The Court of Miss Gesu Judicial Magistrate 1st Class, Patna.

The case involves alleged violations under Section 406 of Indian Penal Code. Both parties voluntarily reached a joint compromise outside of court on 12/09/2022, settling their dispute from a joint business venture without coercion. After thorough accounting, all pending claims were resolved, and the complainant chose not to proceed with the case or provide further evidence. Both parties and their lawyers endorsed the compromise petition, stating that the complainant would have no future claims against the accused. They requested the court to accept the compromise and drop the case or issue appropriate orders.

Current Status: The settlement has been completed with all payments made. The amount has been written off in the company's books with no remaining liability arising from the case. The case is pending court approval of settlement, with the next hearing scheduled for 10/12/2025. The case is currently at the Hearing stage of proceedings.

4. **Century Business Pvt. Ltd. Vs. Ramavtar Bhartiya & Others.;** Case No. CC/23326/2014; pending before The Civil Court, Patna.

In Case No. CC/23326/2014, filed in the Civil Court, Patna, Century Business Pvt. Ltd., the complainant, initiated legal action against Mr. Ramavtar Bhartiya and others under Section 138 of the Negotiable Instruments Act, 1881, Section 406 (Criminal Breach of Trust) of the IPC, and Section 420 (Cheating) of the IPC. The case stems from a 2004 transaction where Century Business Pvt. Ltd. supplied color TVs on credit to the accused. When the accused issued cheques to settle the outstanding amount, they bounced due to insufficient funds, prompting the filing of the case. Following the accused's cessation of operations, the complainant wrote off the debt in their accounts. Efforts to retrieve old records from the Civil Court in Patna have been unsuccessful, and key details, such as relevant dates and the amount involved, remain unavailable.

Current Status: The case is currently at the appearance stage, with no settlement or compromise amount agreed upon, and the payment status remains unpaid. Court approval for any settlement is pending, and the next hearing is scheduled for 19/01/2026. As of the Draft Red Herring Prospectus date, the case status remains pending.

5. **Century Business Pvt. Ltd. Vs. Sabnam Singh & Others;** Case No. CC/6788/2014, pending before The Civil Court, Patna

In Case No. CC/6788/2014, filed in the Civil Court, Patna, Century Business Pvt. Ltd., the complainant, initiated legal proceedings against Sabnam Singh and others under Section 138 of the Negotiable Instruments Act, 1881, Section 406 (Criminal Breach of Trust) of the IPC, and Section 420 (Cheating) of the IPC. The case arises from a 2004 transaction where Century Business Pvt. Ltd. supplied color TVs on credit to the accused. The accused issued cheques to settle the outstanding amount, but these were dishonored due to insufficient funds, leading to the filing of the case. Following the accused's cessation of operations, the complainant wrote off the debt from their books. Attempts to retrieve historical records from the Patna Civil Court have been unsuccessful, leaving relevant dates and the amount involved unavailable.

Current Status: The case is currently at the Enquiry and Witness stage, with no settlement or compromise amount established, and the payment status remains unpaid. Court approval for any potential settlement is pending. The next hearing is scheduled for 20/12/2025, and as of the Draft Red Herring Prospectus date, the case status remains pending.

6. **Century Business Media Pvt. Ltd. vs. M/s Perfection Edudev Pvt. Ltd. & Ors.;** Case No. CC/367/2025 pending before Chief Judicial Magistrate, Patna.

Century Business Media Limited provided digital media advertising services at Patna Airport and other locations to Perfection Edudev Pvt. Ltd. (Perfection IAS), accumulating total dues of Rs.10,41,879. Despite repeated payment requests, Perfection Edudev issued checks totaling Rs.6,00,000, which were dishonored due to "insufficient funds". The complainant sent legal notice to the accused on 02/12/2024 but received no response. The case has been filed under Section 138 of Negotiable Instruments Act, 1881; Section 406 (Criminal Breach of Trust) IPC; and Section 420 (Cheating) IPC.

Current Status: No settlement has been reached. The amount of Rs.6,00,000 remains unpaid. The case is currently pending with the next hearing scheduled for 26/11/2025. The proceedings are at the "Hearing" stage.

7. **Century Business Media Pvt. Ltd. vs. M/s Perfection Edudev Pvt. Ltd. & Ors.**: 21/12/2024; Case No. CC/440/2025; Chief Judicial Magistrate, Patna.

Century Business Media Limited provided digital media advertising services at Patna Airport and other locations to Perfection Edudev Pvt. Ltd. (Perfection IAS), accumulating total dues of Rs.10,41,879. Despite repeated payment requests, Perfection Edudev issued checks totaling Rs.4,41,879, which were dishonored due to "insufficient funds". The complainant sent legal notice to the accused on 21/12/2024 but received no response. The case has been filed under Section 138 of Negotiable Instruments Act, 1881; Section 406 (Criminal Breach of Trust) IPC; and Section 420 (Cheating) IPC.

Current Status: No settlement has been reached. The amount of Rs.4,41,879 remains unpaid. The next hearing is scheduled for 04/07/2028. The case is currently at the "Hearing" stage of proceedings.

8. **Century Business Media Ltd. vs. Lets Converse Consulting Pvt. Ltd. and Ors.**: 12/06/2025; Case No. CC/10024(C)/2025; Chief Judicial Magistrate, Patna.

Century Business Media Ltd. filed a case against Lets Converse Consulting Pvt. Ltd. under Sections 316 (Criminal Breach of Trust) and 318 (Cheating) of the Bharatiya Nyaya Sanhita (BNS) and Section 138 of the Negotiable Instruments Act, 1881. The respondent approached the complainant for outdoor advertising services. After completing the agreed work, an outstanding amount of Rs.24,71,805 remained unpaid. The respondent issued two cheques as part payment, which were dishonoured due to insufficient funds. Despite a legal notice dated 12/06/2025, no payment was made. The complainant alleges that the opposite party denied the dues, issued threats, and acted with intent to cheat.

Current Status: No settlement has been reached. The amount of Rs.24,71,805 remains unpaid. The next hearing is scheduled for 24/11/2025. The case is currently at the "Hearing" stage of proceedings.

9. **Century Business Media Ltd. vs. Lets Converse Consulting Pvt. Ltd. and Ors.**: 12/06/2025; Case No. CC/10026(C)/2025; Chief Judicial Magistrate, Patna.

The complainant, Century Business Media Ltd., filed a case against Lets Converse Consulting Pvt. Ltd. under Section 138 of the Negotiable Instruments Act, 1881, and Sections 316 (Criminal Breach of Trust) and 318 (Cheating) of the Bharatiya Nyaya Sanhita (BNS). After providing advertising services as requested, the complainant raised bills amounting to Rs.24,71,805/- which remained unpaid. The respondent issued a cheque of Rs.5,78,550/- as part payment, which was subsequently dishonoured due to insufficient funds. Despite a legal notice dated 12/06/2025 and repeated recovery attempts, the opposite party denied payment and reportedly issued threats. The complainant alleges these actions constitute cheating, breach of trust, and wrongful monetary gain.

Current Status: No settlement has been reached. The amount of Rs.24,71,805/- remains unpaid. The next hearing is scheduled for 24/11/2025. The case is currently at the "Hearing" stage of proceedings.

Indirect tax related case has been removed as below

(ii) Indirect Tax: NIL

1. On 29/02/2020, the Deputy Commissioner of State Tax issued a demand notice (Demand ID: ZA100220031086J) to Century Business Media Pvt. Ltd. for Central Tax of Rs.3,52,171 and State/UT Tax of Rs.3,52,171 (total Rs.7,04,342). The company submitted documentation to the tax authority on 09/09/2024 demonstrating that the interest liability was incorrectly calculated and had already been paid in full. The company claims to have already paid the demanded amount prior to receiving the notice, but formal acknowledgment of this payment and closure of the demand is still pending from the tax authority. No compromise amount or settlement conditions apply as the company maintains the amount was paid in full.

Current Status: The case remains pending as the demand notice has not been removed from the GST Portal despite the company's submission. No hearing date has been scheduled. The matter remains unresolved due to administrative delay in processing the company's documentation and updating the GST Portal records.

2. On 29/02/2020, the Deputy Commissioner of State Tax issued a demand notice (Demand ID: ZA100220031090U) to Century Business Media Pvt. Ltd. for Central Tax of Rs.2,17,784 and State/UT Tax of Rs.2,37,567 (total Rs.4,55,351). The company submitted documentation to the tax authority on 09/09/2024 demonstrating that the interest liability was incorrectly calculated and had already been paid in full. The company claims to have already paid the demanded amount prior to receiving the notice, but formal acknowledgment of this payment and closure of the demand is still pending from the tax authority.

Current Status: The case remains pending as the demand notice has not been removed from the GST Portal despite the company's submission. No hearing date has been scheduled. The matter remains unresolved due to administrative delay in processing the company's documentation and updating the GST Portal records.

3. On 29/02/2020, the Deputy Commissioner of State Tax issued a demand notice (Demand ID: ZA1002200310961) to Century Business Media Pvt. Ltd. for Central Tax of Rs.75,090 and State/UT Tax of Rs.75,090 (total Rs.1,50,180). The company submitted documentation to the tax authority on 09/09/2024 demonstrating that the interest liability was incorrectly calculated and had already been paid in full. The company claims to have already paid the demanded amount prior to receiving the notice, but formal acknowledgment of this payment and closure of the demand is still pending from the tax authority.

Current Status: The case remains pending as the demand notice has not been removed from the GST Portal despite the company's submission. No hearing date has been scheduled. The matter remains unresolved due to administrative delay in processing the company's documentation and updating the GST Portal records.

4. On 15/12/2020, the Deputy Commissioner of State Tax issued a demand notice (Demand ID: ZD101220013644A) to Century Business Media Pvt. Ltd. for Central Tax of Rs.1,54,907 and State/UT Tax of Rs.1,54,907 (total Rs.3,09,814). The company submitted documentation to the tax authority on 09/09/2024 demonstrating that the returns were duly filed in time. Despite this submission, the demand notice has not been removed from the GST Portal and continues to show as a pending demand.

Current Status: The case remains pending as the demand notice has not been removed from the GST Portal despite the company's submission. No hearing date has been scheduled. The matter remains unresolved due to administrative delay in processing the company's documentation and updating the GST Portal records.

Total — Integrated Tax: 0; Central Tax: Rs.7,99,952; State/UT Tax: Rs.8,19,735.

(c) Other pending material litigation filed by the Company

Except as mentioned below, there are no outstanding litigation initiated by the company, which have been considered Material by the Company in accordance with the Materiality Policy.

1. **Century Business Media Pvt. Ltd. vs. Union of India (Railways):** Filed in 2024; Case No. C.W.J.C/13767/2024; High Court of Judicature of Patna.

The petitioner filed a writ application under Article 226 of the Constitution of India challenging the arbitrary removal of advertising hoardings that were installed under a valid agreement with the Railways. Century Business Media is seeking multiple reliefs: a six-month rebate in license fees, monetary compensation of Rs.8,74,91,290/-, and suspension of annual license fee increments until the contract expires. The company contends that the Railways' actions have resulted in substantial financial losses and violated principles of natural justice and constitutional rights, particularly Article 19(1)(g) regarding the right to carry on business. Having exhausted all other remedies, the petitioner has requested the court to admit the writ application and issue interim orders preventing further interference with the remaining hoardings while the case is pending.

Current Status: No settlement has been reached. The next hearing is scheduled for 03/11/2025 (Next date not showing on portal), and the case is currently at the "For Admission-I" stage in court proceedings. The case remains pending as of the Draft Red Herring Prospectus date.

2. **Century Business Pvt. Ltd. vs. Union of India Through, General Manager, East Central Railway and Others:** Filed in 2018; Case No. C.W.J.C/19467/2018; The High Court of Judicature of Patna.

The petitioner has filed a writ application challenging the Patna Municipal Corporation's directive to remove advertisements from Railway land. Century Business Pvt. Ltd. argues that Regulation 17 of the Patna Municipal Corporation's advertisement regulations is unreasonable and conflicts with Section 185 of the Railways Act, 1989, which grants Railways exclusive rights over advertisements on its land. The petitioner contends that federal law should prevail under Article 254(1) of the Constitution of India and claims the Corporation's actions violate Articles 14 (Right to Equality), 19(1)(g) (Right to practice any profession or carry on any business), and 246(1) (Parliament's exclusive power to make laws). They have requested a stay on the enforcement of the impugned letter and seek relief against any coercive actions by the Corporation. The amount involved in this case is not quantifiable.

Current Status: No settlement has been reached. The next hearing is scheduled for 14/11/2025, and the case is currently at the "For Admission" stage in court proceedings. The case remains pending as of the Draft Red Herring Prospectus date.

B. LITIGATION INVOLVING THE PROMOTERS & DIRECTORS OF THE COMPANY

(a) Criminal proceedings against the Promoters & Directors of the company

Except as stated below, there are no outstanding criminal proceedings against the Promoters & Directors of the Company.

1. **The State of Bihar vs. Ravindra Kumar Chaudhary and Shashi Kumar Chaudhary:** Case filed in FY 2021-22; Case No. C/3156/FIR82; Chief Judicial Magistrate, West Champaran Bettiah.

This case involves allegations under Section 420 (Cheating) and Section 379 (Theft) of the Indian Penal Code. Mr. Mazhar Alam purchased an orchard from Mr. Ravindra Kumar Chaudhary for Rs.45,00,000 in FY 2021-22, making an initial payment of Rs.15,00,000. After the transaction, Alam discovered that Chaudhary had allegedly sold the same orchard to other parties without his knowledge. According to Alam's complaint, Chaudhary and associates prevented him from accessing the orchard to harvest mangoes and forcibly took his produce. The amount involved in this dispute is Rs.30,00,000/-, representing the balance of the transaction amount.

Current Status: No settlement or compromise has been reached in this matter. The petitioners were granted bail under certain conditions, and they have filed an application for quashing the case in the Patna High Court (case No. 74570/2023). The next hearing is scheduled for 23/12/2025, though this date may not be updated in the system. The case is currently at the "Appearance" stage of proceedings and remains pending as of the Draft Red Herring Prospectus date.

2. **Umesh Prasad (legal heir of late Shivbaran Mahto) vs. Shashi Kumar Chaudhary:** Filed in 2020; Case No. T.S/7/2020; Sub Judge III Cum A.C.J.M., Narkatiyaganj Paschim Champaran.

The plaintiffs, legal heirs of late Shivbaran Mahto, have filed this suit on 26/11/2019 seeking declaration of title and confirmation of possession over ancestral lands at Mauza Laukar, Khata No. 20, P.S. Manpur, District Pashchim Champaran. They also seek permanent injunction against defendants from interfering with their possession, executing/registering any instruments, or altering the property's condition. The plaintiffs claim the land belonged to their ancestor Jayanarayan Mahto and devolved through generations to them. They allege the defendants have no legitimate rights but are attempting to disturb possession and create fraudulent documents to claim ownership. The suit is valued at Rs.15,00,000/- for jurisdiction and court fees under title suit provisions of the Civil Procedure Code relating to declaration of title and injunction.

Current Status: No settlement has been reached. No compromise amount has been established, with payment status remaining unpaid and court approval pending. The next hearing is scheduled for 30/01/2026 and the case is currently at the "Appearance" stage in court proceedings. The case remains pending as of the Draft Red Herring Prospectus date.

~~**Current Status:** No settlement has been reached. No compromise amount has been established, with payment status remaining unpaid and court approval pending. The next hearing is scheduled for 19/10/2024 (though this date may not be updated in the system), and the case is currently at the "Appearance" stage in court proceedings. The case remains pending as of the Draft Red Herring Prospectus date.~~

Current Status: No settlement has been reached. No compromise amount has been established, with payment status remaining unpaid and court approval pending. The next hearing is scheduled for 30/01/2026 and the case is currently at the "Appearance" stage in court proceedings. The case remains pending as of the Draft Red Herring Prospectus date.

C. LITIGATION INVOLVING THE GROUP COMPANY WHICH CAN HAVE A MATERIAL IMPACT ON THE COMPANY

(a) Criminal proceedings against the group company.

Except as detailed below, there are no outstanding criminal proceedings against the Company's group company.

1. **Kraft Outdoor Media Pvt. Ltd. vs. Century Ventures Pvt. Ltd. & Anr.:** Filed in 2020; Case No. CC/272(C)/2020; The Court of Sri Arvind Kr. Das, A.C.J.M X, Patna.

This case involves charges under Sections 406 (Criminal Breach of Trust) and 420 (Cheating) of the Indian Penal Code. The parties have resolved their disputes and settled all accounts related to the case. The complainant was to receive Rs.25,00,000/-, from which TDS and GST were deducted, resulting in a payment of Rs.24,50,000/- made by Century

Ventures via bank draft as a full and final settlement around 29/08/2022. With all grievances addressed, the complainant wishes to withdraw the case and has requested the court to allow this withdrawal.

Current Status: A compromise amount of Rs.25,00,000/- has been paid and written off in the accounting books, though court approval remains pending. The next hearing is scheduled for 25/12/2025, with proceedings currently at the "Enquiry & Witness" stage. The case remains pending as of the Draft Red Herring Prospectus date.

(a) Criminal proceedings filed by the group company.

Except as detailed below, there are no outstanding criminal proceedings filed by the Company's group company.

1. **Century Ventures Pvt. Ltd. vs. Patliputra Academy For Education and Training Pvt. Ltd.:** Filed in 2024; Case No. CC/7970(C)/2024; The Court of Chief Judicial Magistrate, Patna.

This case involves charges under Sections 406 (Criminal Breach of Trust) and 420 (Cheating) of the Indian Penal Code. The complainant, Century Ventures Pvt. Ltd., provided advertising and hoarding services at various locations for the accused, Patliputra Academy For Education and Training Pvt. Ltd. The complainant issued invoices totaling Rs.45,06,460/-, of which the accused paid only Rs.33,951/- . Despite repeated demands and a legal notice sent on 21/05/2024 for the outstanding balance of Rs.44,72,508/-, the accused failed to make payment. This prompted the complainant to initiate legal action on grounds of mala-fide intent, fraud, criminal breach of trust, and cheating.

Current Status: No settlement has been reached. The next hearing is scheduled for 26/11/2025, with proceedings currently at the "Hearing" stage. The case remains pending as of the Draft Red Herring Prospectus date.

2. **Century Ventures Pvt. Ltd. vs. The Career Tutorial & Mr. Sanjay Mohan Sharma:** Filed in 2023; Case No. CC/6134(C)/2023; The Court of Chief Judicial Magistrate, Patna.

This case involves charges under Sections 406 (Criminal Breach of Trust), 420 (Cheating), and 34 (Common Intention) of the Indian Penal Code. The accused engaged the complainant for advertising and hoarding services at various locations. The complainant issued invoices totaling Rs.25,27,327/-, of which the accused paid only Rs.13,10,007/- . Despite repeated demands for the outstanding balance of Rs.12,17,320/- and a legal notice sent on 13/06/2023, the accused failed to make payment. This prompted the complainant to initiate legal action on grounds of mala-fide intent, fraud, criminal breach of trust, and cheating.

Current Status: No settlement has been reached. The next hearing is scheduled for 20/12/2025, with proceedings currently at the "Enquiry & Witness" stage. The case remains pending as of the Draft Red Herring Prospectus date.

GOVERNMENT AND OTHER STATUTORY APPROVALS

Approval w.r.t. Shop establishment certificated has been inserted as below:

I. LABOUR RELATED APPROVALS

Sr. No.	Nature of Registration/ License	Registration/ License No.	Applicable Laws	Issuing Authority	Date of Issue	Date of Expiry
7.	Shops and Establishment Certificate of Registration (Bihar)	TBSE_REG/2025/087675	Bihar Shops and Establishment Act, 1953	Labour Resources Department Government of Bihar	October 09, 2024	Valid till Cancelled
8.	Shops and Establishment Certificate of Registration (Bihar) (Godown and Workshop)	TBSE_REG/2025/087679	Bihar Shops and Establishment Act, 1953	Labour Resources Department Government of Bihar	October 09, 2024	Valid till Cancelled

OUR GROUP COMPANY

Information regarding Non- compete Agreement has been updated as below:

Common pursuits among Group Company

All of our Group Companies are engaged in the similar line of business with that of our Company. However, we have entered into a Non- compete Agreement with our group companies dated August 25, 2025, where they have identified their respective areas of operations/location and agreed not to carry business operations and compete in their respective areas. Thus, we believe that there is no conflict of interest with such Group Companies.

SECTION VIII: ISSUE RELATED INFORMATION

TERMS OF THE ISSUE

Migration related criteria has been updated as below:

Migration to Main Board

As per the provisions of the Chapter IX of the SEBI (ICDR) Regulation, 2018 read with SEBI ICDR (Amendment) Regulations, 2025 to the extent applicable, our Company may migrate to the main board of BSE from the BSE SME Exchange on a later date subject to the following:

As per Regulation 280(2) of the SEBI ICDR Regulation, 2018 read along with SEBI ICDR (Amendment) Regulations, 2025, Where the post-issue paid up capital of the Company listed on a BSE SME is likely to increase beyond twenty-five crore rupees by virtue of any further issue of capital by the Company by way of rights issue, preferential issue, bonus issue, etc. the Company shall migrate its equity shares listed on BSE SME to the Main Board and seek listing of the equity shares proposed to be issued on the Main Board subject to the fulfilment of the eligibility criteria for listing of equity shares laid down by the Main Board:

Provided that no further issue of capital shall be made unless –

- a) the shareholders have approved the migration by passing a special resolution through postal ballot wherein the votes cast by shareholders other than promoters in favour of the proposal amount to at least two times the number of votes cast by shareholders other than promoter shareholders against the proposal;
- b) the Company has obtained an in-principle approval from the Main Board for listing of its entire specified securities on it.

Provided further that where the post-issue paid-up capital pursuant to further issue of capital including by way of rights issue, preferential issue, bonus issue, is likely to increase beyond ₹25 crores, the Company may undertake further issuance of capital without migration from SME exchange to the main board, subject to the undertaking to comply with the provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as applicable to companies listed on the main board of the stock exchange(s)."

If the Paid-up Capital of the company is more than ₹10 crores but below ₹25 crores, we may still apply for migration to the main board if the same has been approved by a special resolution through postal ballot wherein the votes cast by the shareholders other than the promoters in favour of the proposal amount to at least two times the number of votes cast by shareholders other than promoter shareholders against the proposal.

Any company voluntarily desiring to migrate to the Main board from the SME Platform of BSE Limited ("BSE SME"), amongst others, has to fulfill following conditions:

Parameter	Listing Criterion
Paid up Capital & Market Capitalisation	Paid-up equity capital is not less than INR 10 crores and Average capitalisation shall not be less than INR 100 crores. For this purpose, capitalisation will be the product of the price (average of the weekly high and low of the closing prices of the related shares quoted on the stock exchange for 3 months preceding the application date) and the post issue number of equity shares
Revenue from Operation & EBIDTA	The revenue from operations should be greater than INR 100 Cr in the last financial year. and Should have positive operating profit from operations for at least 2 out 3 financial years.
Listing period	Should have been listed on SME platform of the Exchange for at least 3 years.
Public Shareholders	The total number of public shareholders should be at least 500 on the date of application.
Promoter & Promoter Group Holding	Promoter and Promoter Group shall be holding at least 20% of the Company at the time of making application. Further, as on date of application for migration the holding of Promoter's should not be less than 50% of shares held by them on the date of listing.
Other Listing conditions	<ul style="list-style-type: none">• No proceedings have been admitted under Insolvency and Bankruptcy Code against Applicant company and promoting company.

	<ul style="list-style-type: none">• The company has not received any winding up petition admitted by NCLT/IBC.• The net worth of the company should be at least 75 crores.• No Material regulatory action in the past 3 years like suspension of trading against the applicant Company and Promoter by any Exchange.• No debarment of Company/Promoter, subsidiary Company by SEBI.• No Disqualification/Debarment of director of the Company by any regulatory authority.• The applicant company has no pending investor complaints in SCORES.• Cooling period of two months from the date the security has come out of the trade-to-trade category or any other surveillance action, by other exchanges where the security has been actively listed.• No Default in respect of payment of interest and /or principal to the debenture/bond/fixed deposit holders by the applicant, promoter/ Subsidiary Company.
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DECLARATION

I certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government of India or the regulations or guidelines issued by SEBI, 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 this Addendum to the Draft Red Herring Prospectus is contrary to the provisions of the Companies Act, the Securities Contracts (Regulation) Act, 1956, as amended, the Securities and Exchange Board of India Act, 1992, as amended or the rules, regulations or guidelines issued thereunder, as the case may be. I further certify that all the statements in this Addendum to the Draft Red Herring Prospectus are true and correct.

SIGNED BY THE BOARD OF DIRECTORS OF OUR COMPANY:

Name and Designation	Signature
Shashi Kumar Chaudhary Chairman & Managing Director DIN: 00996312	Sd/-

Date: November 27, 2025

Place: Patna, Bihar

DECLARATION

I certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government of India or the regulations or guidelines issued by SEBI, 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 this Addendum to the Draft Red Herring Prospectus is contrary to the provisions of the Companies Act, the Securities Contracts (Regulation) Act, 1956, as amended, the Securities and Exchange Board of India Act, 1992, as amended or the rules, regulations or guidelines issued thereunder, as the case may be. I further certify that all the statements in this Addendum to the Draft Red Herring Prospectus are true and correct.

SIGNED BY THE BOARD OF DIRECTORS OF OUR COMPANY:

Name and Designation	Signature
Seema Chaudhary Whole Time Director DIN: 00996381	Sd/-

Date: November 27, 2025

Place: Patna, Bihar

DECLARATION

I certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government of India or the regulations or guidelines issued by SEBI, 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 this Addendum to the Draft Red Herring Prospectus is contrary to the provisions of the Companies Act, the Securities Contracts (Regulation) Act, 1956, as amended, the Securities and Exchange Board of India Act, 1992, as amended or the rules, regulations or guidelines issued thereunder, as the case may be. I further certify that all the statements in this Addendum to the Draft Red Herring Prospectus are true and correct.

SIGNED BY THE BOARD OF DIRECTORS OF OUR COMPANY:

Name and Designation	Signature
Sangita Dokania Non-Executive Director DIN: 07491115	Sd/-

Date: November 27, 2025

Place: Patna, Bihar

DECLARATION

I certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government of India or the regulations or guidelines issued by SEBI, 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 this Addendum to the Draft Red Herring Prospectus is contrary to the provisions of the Companies Act, the Securities Contracts (Regulation) Act, 1956, as amended, the Securities and Exchange Board of India Act, 1992, as amended or the rules, regulations or guidelines issued thereunder, as the case may be. I further certify that all the statements in this Addendum to the Draft Red Herring Prospectus are true and correct.

SIGNED BY THE BOARD OF DIRECTORS OF OUR COMPANY:

Name and Designation	Signature
Abhishek Kumar Ray Independent Director DIN: 10745090	Sd/-

Date: November 27, 2025

Place: Patna, Bihar

DECLARATION

I certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government of India or the regulations or guidelines issued by SEBI, 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 this Addendum to the Draft Red Herring Prospectus is contrary to the provisions of the Companies Act, the Securities Contracts (Regulation) Act, 1956, as amended, the Securities and Exchange Board of India Act, 1992, as amended or the rules, regulations or guidelines issued thereunder, as the case may be. I further certify that all the statements in this Addendum to the Draft Red Herring Prospectus are true and correct.

SIGNED BY THE BOARD OF DIRECTORS OF OUR COMPANY:

Name and Designation	Signature
Lata Bagri Independent Director DIN: 07139659	Sd/-

Date: November 27, 2025

Place: Patna, Bihar

DECLARATION

I certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government of India or the regulations or guidelines issued by SEBI, 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 this Addendum to the Draft Red Herring Prospectus is contrary to the provisions of the Companies Act, the Securities Contracts (Regulation) Act, 1956, as amended, the Securities and Exchange Board of India Act, 1992, as amended or the rules, regulations or guidelines issued thereunder, as the case may be. I further certify that all the statements in this Addendum to the Draft Red Herring Prospectus are true and correct.

SIGNED BY THE CHIEF FINANCIAL OFFICER OF OUR COMPANY:

Name and Designation	Signature
Shreya Chaudhary Chief Financial Officer PAN: BCBPC1439H	Sd/-

Date: November 27, 2025

Place: Patna, Bihar

DECLARATION

I certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government of India or the regulations or guidelines issued by SEBI, 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 this Addendum to the Draft Red Herring Prospectus is contrary to the provisions of the Companies Act, the Securities Contracts (Regulation) Act, 1956, as amended, the Securities and Exchange Board of India Act, 1992, as amended or the rules, regulations or guidelines issued thereunder, as the case may be. I further certify that all the statements in this Addendum to the Draft Red Herring Prospectus are true and correct.

SIGNED BY THE COMPANY SECRETARY OF OUR COMPANY:

Name and Designation	Signature
Shashank Poddar Company Secretary and Compliance officer Membership No.: A33464	Sd/-

Date: November 27, 2025

Place: Patna, Bihar