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# LOHA ISPAAT LTD LOHA ISPAAT LIMITED

Our Company was incorporated as Loha Ispat Private Limited on December 20, 1988 under the Companies Act, bearing Registration No. 050107 having its Registered Office in Mumbai, Maharashtra. For further details regarding the changes in our name and registered office, kindly refer to the Chapter titled "History and Certain Corporate Matters" beginning on page 157 of the Red Herring Prospectus. The Company's Corporate Identity Number is U27200MH1988PLC050107.

**Registered and Corporate Office:** 9th Floor, Naman Centre, C-31, Bandra Kurla Complex, Bandra (East), Mumbai 400051.  
**Tel.:** +91 22 67577000; **Fax:** +91 22 67577001; **Email:** ipo@loha.in; **Website:** www.loha.in

**Company Secretary and Compliance Officer:** Ms. Shobhana Sinkar

**PUBLIC ISSUE OF 26,705,476 EQUITY SHARES OF A FACE VALUE ₹ 10 EACH OF LOHA ISPAAT LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) AGGREGATING TO ₹ [●] MILLION (THE "ISSUE"). THE ISSUE WILL CONSTITUTE 26.44% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF THE COMPANY.**

**#REVISED PRICE BAND: ₹ 74 TO ₹ 77 PER EQUITY SHARE OF FACE VALUE OF ₹ 10/- EACH.**

**THE REVISED FLOOR PRICE IS 7.4 TIMES OF THE FACE VALUE AND  
THE REVISED CAP PRICE IS 7.7 TIMES OF THE FACE VALUE.**

**BIDS CAN BE MADE FOR A MINIMUM OF 175 EQUITY SHARES AND IN MULTIPLES OF 175 EQUITY SHARES THEREAFTER**

\*The Price Band has been revised and the Issue Period has been extended subsequent to filing of the Red Herring Prospectus with the Registrar of Companies, Mumbai, Maharashtra and subsequent advertisements thereto. The minimum bid lot shall remain 175 Equity Shares. In terms of the Red Herring Prospectus and the relevant provisions of Regulation 46 and applicable provision of Schedule XI, Part A, Para 8(b)(ii) of the SEBI (ICDR) Regulations, 2009, the aforesaid revision in the price band is being widely disseminated. Also in terms of the Red Herring Prospectus and the SEBI (ICDR) Regulations, 2009, the Issue Period has been extended by three (3) working days. The revision of Price Band shall require amendments/changes in the relevant sections of the Red Herring Prospectus. All other terms and conditions mentioned in the Red Herring Prospectus continue to be applicable. The Company undertakes to update the disclosures accordingly in the Prospectus to be filed with the RoC.

This Issue is being made in terms of regulation 26(1) of the SEBI (ICDR) Regulations, 2009 (as amended from time to time), through the 100% Book Building Process wherein 10% of the Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIB") Bidders. 5% of the QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. Further, not less than 30% of the Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not less than 60% of the Issue shall be available for allocation to Retail Individual Bidders. The allotment of Equity Shares to each retail individual bidder shall not be less than the minimum bid lot, subject to availability of shares in retail individual bidder category, and the remaining available shares, if any, shall be allotted on a proportionate basis, subject to valid Bids being received at or above the Issue Price. Potential investors, may participate in the Issue through an Application Supported by Blocked Amount ("ASBA") process providing details about the bank account which will be blocked by the Self Certified Syndicate Banks ("SCSBs") for the same. For details, kindly refer to the Section titled "Issue related Information" beginning on page 289 of the Red Herring Prospectus.

**ASBA\***

**Simple, Safe, Smart way of Application - Make use of it !!!**

\*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.

**PROMOTER OF THE COMPANY: MR. RAJESH PODDAR**

**BID/  
ISSUE**

**OPEN**

**NOW CLOSES ON TUESDAY, MARCH 25, 2014##**

## The Bidding period was scheduled to close on March 20, 2014; the Bidding period has now been extended by three (3) working days and will now close on Tuesday, March 25, 2014.

Bidders should note that on the basis of Permanent Account Number (PAN) of the Bidders, Depository Participant (DPID) and Client ID provided by them in the Bid-cum-Application Form as entered into the electronic bidding system of the Stock Exchanges by member of the Syndicate of SCSBs or Registered Broker as the case may be, the Registrar will obtain from the Depository and ensure that they are true and correct, the demographic details including address, Bidders bank account details, MICR Code and occupation (hereinafter referred to as "Demographic Details"). These bank account details would be used for giving refunds (including through physical refund warrants, direct credit, NECS, NEFT and RTGS) or unblocking of ASBA Account. Hence, Bidders are advised to immediately update their bank account details as appearing on the records of the Depository Participant. Please note that failure to do so could result in delays in dispatch/credit of refunds to Bidders or unblocking of ASBA Account at the Bidders sole risk and neither the BRLM or Registered Broker or the Registrar or the Escrow Collection Bank(s) or the SCSBs nor our Company shall have any responsibility and undertake any liability for the same. Hence, Bidders should carefully fill in their Depository Account details in the Bid cum Application Form. The Bidders should note that in case of the DP ID and Client ID and PAN mentioned in the Bid-cum-Application Form and entered into the electronic bidding system of the Stock Exchanges by the Syndicate / non Syndicate members do not match with the DP ID and Client ID and PAN available in the database of Depositories, the Bid-cum-Application Form is liable to be rejected.

**LISTING:** The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the BSE and the NSE. Our Company has received in-principle approvals from the BSE and the NSE, for the listing of our Equity Shares pursuant to their letters dated February 05, 2013 and February 12, 2013, respectively. For the purpose of this Issue, the Designated Stock Exchange is BSE Ltd.

**DISCLAIMER CLAUSE OF SEBI:** SEBI only gives its observations on the Offer Documents and this does not constitute approval of either the Issue or the specified securities in the Offer Document. The investors are advised to refer to the Red Herring Prospectus for the full text of Disclaimer Clause of SEBI.

**DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE):** It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Red Herring Prospectus has been cleared or approved by BSE Limited nor does it certify the correctness or completeness of any of the contents of the Red Herring Prospectus. The investors are advised to refer to the Red Herring Prospectus for the full text of the Disclaimer clause of the BSE Limited.

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

**IPO GRADING:** This Issue has been graded by Credit Analysis and Research Limited and has been assigned the "CARE IPO Grade 3" indicating average fundamentals in its letter dated February 14, 2014. For more information on IPO grading, refer to the Chapter titled "General Information" on pages 52 of the Red Herring Prospectus.

**BOOK RUNNING LEAD MANAGER**



**ARYAMAN FINANCIAL SERVICES LIMITED**  
60, Khatau Building, Gr. Floor, Alkesh Dinesh Modi Marg,  
Fort, Mumbai - 400 001, Maharashtra, India  
**Tel:** +91 22 22618264; **Fax:** +91 22 22630434  
**Investor Grievance Email:** feedback@afsl.co.in  
**Email:** ipo@afsl.co.in; **Website:** www.afsl.co.in  
**SEBI Registration No.:** MB / INM000011344  
**Contact Person:** Ms. Nehar Sakaria / Ms. Ambreen Khan

**REGISTRAR TO THE ISSUE**



**BIGSHARE SERVICES PRIVATE LIMITED**  
E-2/3, Ansa Industrial Estate, Sakivihar Road, Sakinaka,  
Andheri (E), Mumbai - 400 072, Maharashtra, India  
**Tel:** +91 22 4043 0200; **Fax:** +91 22 2847 5207  
**Investor Grievance Email:** investor@bigshareonline.com  
**Email:** ipo@bigshareonline.com; **Website:** www.bigshareonline.com  
**SEBI Registration No.:** MB / INR00001385  
**Contact Person:** Mr. Ashok Shetty

**COMPANY SECRETARY AND COMPLIANCE OFFICER**

**Ms. Shobhana Sinkar**  
9th Floor, Naman Centre, C-31, Bandra Kurla Complex, Bandra (East), Mumbai 400051.  
**Tel.:** +91 22 67577000; **Fax:** +91 22 67577001; **Email:** ipo@loha.in; **Website:** www.loha.in

Investors can contact the Compliance Officer or the Registrar to the Issue in case of any pre-Issue or post-Issue related problems such as non-receipt of letters of allotment, credit of allotted shares in the respective beneficiary accounts and refund orders. In case of ASBA bids submitted to the members of the Syndicate, the Bidders can contact the relevant member of the Syndicate in relation to queries relating to the Bids.

**AVAILABILITY OF RED HERRING PROSPECTUS:** Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus will be available at www.sebi.gov.in, the website of the Book Running Lead Manager to the Issue at www.afsl.co.in, website of the company at www.loha.in, website of BSE at www.bseindia.com and website of NSE at www.nseindia.com.

**AVAILABILITY OF BID-CUM-APPLICATION FORMS:** Bid-Cum-Application Forms can be obtained from, Loha Ispat Limited, the Book Running Lead Manager: Aryaman Financial Services Ltd., Registrar to the Issue Bigshare Services Private Limited and at the selected locations of the Sub-syndicate members participating in the Issue. Electronic Bid-cum-Application Form will be available on the website of the Stock Exchanges.

**APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA):** Investors may apply through the ASBA process. ASBA can be availed by all the investors. All Non - Retail Investors have to compulsorily apply through ASBA. The investor is required to fill the ASBA form and submit the same to their bank or to the syndicate members. The SCSB will block the amount in the account as per the authority contained in ASBA form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refunds. ASBA bid-cum-application forms can also be downloaded from the websites of BSE. ASBA Bid-Cum-Application Form can be obtained from SCSB's or members of the syndicate. ASBA form can be obtained from the list of banks that is available on the website of SEBI at www.sebi.gov.in.

For more details on the ASBA process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 295 of the Red Herring Prospectus.

**BANKERS TO THE ISSUE AND ESCROW COLLECTION BANKS: HDFC BANK LTD. AXIS BANK LTD, ICICI BANK LTD AND THE FEDERAL BANK LTD.  
REFUND BANKER TO THE ISSUE: HDFC BANK LTD.**

**ATTENTION INVESTORS**

The Reserve Bank of India has issued standard operating procedure in terms of paragraph 2(a) of RBI circular number DPSS.CO.CHD.No./133/04.07.05/2013-14 dated July 16, 2013, detailing the procedure for processing CTS 2010 and Non-CTS 2010 instruments in the three CTS grid locations. As per this circular, processing of non-CTS cheques shall be done only on three days of the week. SEBI Circular No. CIR/CFD/DIL/3/2010 dated April 22, 2010 fixes the time between issue closure and listing at 12 days. In order to enable compliance with the above timelines, investors are advised to use CTS cheques or use ASBA facility to make payment. Investors using non-CTS cheques are cautioned that applications accompanied by such cheques are liable to be rejected due to any clearing delays beyond 6 working days from the date of the closure of the issue, in terms of the aforesaid SEBI Circular.

For LOHA ISPAAT LIMITED  
On behalf of Board of Directors  
Sd/-  
Managing Director

Date : March 19, 2014  
Place : Mumbai

LOHA ISPAAT LIMITED (the "Company") is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed the Red Herring Prospectus with the Registrar of Companies, Mumbai, Maharashtra. The Red Herring Prospectus is available on the website of SEBI at www.sebi.gov.in, the website of the Book Running Lead Manager at www.afsl.co.in, the website of BSE at www.bseindia.com, website of NSE at www.nseindia.com and website of the company at www.loha.in. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled "Risk Factors" on page 12 of the Red Herring Prospectus. This document is not an offer of securities for sale in the United States or elsewhere. The shares of the Company have not been and will not be registered under the U.S. Securities Act of 1933, as amended ("U.S. Securities Act") or any state securities laws in the United States, and may not be offered or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws.