BASIS FOR ISSUE PRICE

The Price Band and Issue Price will be determined by our Company in consultation with the Book running Lead Manager on the basis of assessment of market demand for the Equity Shares issued through the Book Building Process and on the basis of quantitative and qualitative factors as described below. The face value of the Equity Shares is ₹10 each and the Issue Price is [●] times the Floor Price and [●] times the Cap Price, and Floor Price is 12.00 times the face value and the Cap Price is 12.70 times the face value. Investors should read the following basis with the sections titled *"Risk Factors", "Restated Financial Information"* and the chapter titled *"Our Business"* on page 31, 238 and 190 respectively, of this Red Herring Prospectus to get a more informed view before making any investment decisions. The trading price of the Equity Shares of our Company could decline due to these risk factors and you may lose all or part of your investments.

Qualitative Factors

Some of the qualitative factors and our strengths, which form the basis for the Issue Price are:
1. Strong presence in the fast-growing real estate market of Pune and MMR;
2. Live mandates with significant saleable inventory;
3. Custom-built integrated technology platform driving operational excellence;
4. Marketing and sales expertise supported by operational efficiency;
5. Experienced and qualified leadership team with strong execution capabilities.

For more details on qualitative factors, refer to chapter "*Our Business*" on page 190 of this Red Herring Prospectus.

Quantitative Factors

The information presented in this section is derived from our Restated Consolidated Financial Statements. For more details on financial information, please see "*Restated Financial Information*" on page 238 of this Red Herring Prospectus. Investors should evaluate our Company, taking into consideration its earnings and based on its growth strategy. Some of the quantitative factors which may form the basis for computing the price are as follows:

1. Basic and Diluted Earnings per Equity Share ("EPS"), adjusted for changes in capital:

Financial period	Basic EPS (in ₹)	Diluted EPS (in ₹)	Weight
Fiscal 2025	11.71	11.54	3
Fiscal 2024	5.99	5.48	2
Fiscal 2023	13.70	12.53	1
Weighted Average	**10.14**	**9.69**	**-**

Note: EPS has been calculated in accordance with Accounting Standard 20 – "Earnings per share". The EPS has been adjusted for the issuance of bonus shares in the ratio of 85:1.

Notes
1. *Earning per Share are in accordance with Accounting Standard 20 – Earnings per Share, as amended*
2. *Basic Earnings per Equity Share (₹): Profit for the year, as, restated divided by Weighted overage number of equity shares outstanding during the period/year*
3. *Diluted Earnings per Equity Share (₹): Profit for the year, as, restated divided by Weighted average number of diluted equity shares outstanding during the period/year*
4. *Weighted Average = Aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. (EPS x Weight) for each year/Total of weights*
5. *The figures disclosed above are based on the Restated Consolidated Financial Statements.*

2. **Price Earning (P/E) Ratio in relation to Price Band of ₹ 120 to ₹ 127 per Equity Share:**

Particulars	P/E at the Floor Price of ₹ 120 (number of times)	P/E at the Cap Price ₹ 127 (number of times)
Based on the basic EPS for fiscal 2025	10.25	10.85
Based on the diluted EPS for fiscal 2025	10.40	11.00

3. **Industry Peer Group P/E Ratio**

There are no listed companies whose business operations are similar to those of the Company or are of a comparable size to that of the Company. Accordingly, it is not possible to provide an industry comparison in relation to the Company.

4. **Return on Net Worth ("RoNW"):**

Financial period	RoNW (%)	Weight
Fiscal 2025	38.84	3
Fiscal 2024	28.35	2
Fiscal 2023	120.64	1
Weighted Average	**48.98**	-

Note:

(1) Return on Net Worth (%) = Restated profit for the year divided by average net worth, where average net worth is calculated by dividing sum of closing net worth of the current year and closing net worth of the previous year by 2.

(2) Weighted average = Aggregate of year-wise weighted Return on Net Worth divided by the aggregate of weights i.e. (Return on Net Worth x Weight) for each year/Total of weights.

(3) Net worth = the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of profit and loss account, after deducting the aggregate value of the accumulated losses, deferred tax assets, deferred expenditure and miscellaneous expenditure not written off, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation.

5. **Net Asset Value per Equity Share :**

Net Asset Value per Equity Share	NAV per Equity Share (₹)*
Fiscal 2025	37.15
After the Issue	
- At Floor Price#	59.01
- At Floor Price#	60.86
Issue Price#	[●]

** The NAV has been adjusted for the issuance of bonus shares in the ratio of 85:1*
#to be included upon determination of Issue Price on the basis of allotment

Note:

(1) Net Asset Value per Equity Share = Net worth derived from Restated Consolidated Financial Statements as at the end of the year divided by number of equity shares outstanding as at the end of the year as per Restated Consolidated Financial Statements.

(2) The 'Net worth' defined above is in accordance with 2(1)(hh) of the SEBI ICDR Regulations, i.e. "net worth" means the aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account and debit or credit balance of profit and loss account, after deducting the aggregate value of the accumulated losses, deferred expenditure, debenture redemption reserves and miscellaneous expenditure not written off, as per the audited balance sheet, but does not include reserves created out of revaluation of assets, write-back of depreciation and amalgamation.

6. **Comparison of accounting ratios with Industry Peers**

There are no listed companies whose business operations are similar to that of our Company or are of a comparable size to that of our Company. Accordingly, it is not possible to provide an industry comparison in relation to our Company.

7. **Key Financial and Operational Performance Indicators**

The table below sets forth the details of the key financial and operational performance indicators ("KPIs") that our Company considers have a bearing for arriving at the basis for Issue Price. These KPIs have been used historically by our Company to understand and analyse business performance, which in result, help us in analysing the growth of various vertical segments. The Bidders can refer to the below-mentioned KPIs to make an assessment of our Company's performance in various business verticals and make an informed decision.

The KPIs disclosed below have been approved by a resolution of our Audit Committee dated September 05, 2025 and the Audit Committee has confirmed that the KPIs pertaining to our Company that have been disclosed to investors at any point of time during the three years period prior to the date of this Red Herring Prospectus have been disclosed in this section and have been subject to verification and certification by SMMP & Company, Chartered Accountants, bearing firm registration number 120438W, pursuant to certificate dated September 05, 2025 which has been included as part of the "*Material Contracts and Documents for Inspection*" on page 434. of this Red Herring Prospectus.

Our Company confirms that it shall continue to disclose all the KPIs included in this section on a periodic basis, at least once in a year (or any lesser period as determined by the Board of our Company), for a duration of one year after the date of listing of the Equity Shares on the Stock Exchange or till the complete utilization of the proceeds of the Fresh Issue as per the disclosure made in the Objects of the Issue Section, whichever is later or for such other duration as may be required under the SEBI ICDR Regulations, 2018.

For details of our key operating, financial and other operating metrics disclosed elsewhere in this Red Herring Prospectus, see "*Our Business*" on page 190 and "*Management's Discussion and Analysis of Financial Condition and Results of Operations*" on page 272 of this Red Herring Prospectus.

Set forth below are KPIs which have been used historically by our Company to understand and analyse the business performance, which in result, help us in analyzing the growth of various verticals of the Company that have a bearing for arriving at the Basis for the Issue Price:

(₹ in lakhs except percentages and ratios)

Sr. No.	Particulars	Fiscal 2025	Fiscal 2024	Fiscal 2023
1	Revenue from Operations (₹ in lakhs)	8135.19	5,938.28	7,044.08
2	Earnings before Interest, Tax, Depreciation and Amortisation (EBITDA) (₹ in lakhs) [(a)]	2149.30	946.81	2199.87
3	EBITDA Margins (%)[(b)]	26.33%	15.93%	31.18%
4	Profit after Tax (PAT) (₹ in lakhs)	1,521.13	669.44	1,529.77
5	PAT Margins (%)[(c)]	18.63%	11.26%	21.68%
6	Cash Profit after Tax (₹ in lakhs) [(d)]	1,559.78	710.72	1,562.75
7	Current Ratio[(e)]	3.30	2.85	3.10
8	Debt-Equity Ratio[(f)]	0.32	0.09	0.18
9	Return on Equity (%)[(g)]	38.84%	28.35%	120.64%
10	Return on Capital Employed (%)[(h)]	44.18%	34.31%	136.48%
11	Gross value of inventory sold (₹ in lakhs)[(i)]	233,808.38	1,98,653.51	2,13,336.00

As certified by statutory auditors M/s. SMMP & Company, Chartered Accountants, vide their certificate dated September 16, 2025

Notes:

(a) *EBITDA has been calculated as a sum of profit before tax, finance costs and depreciation and amortization.*

(b) *EBITDA Margins is calculated as EBITDA divided by total income.*

(c) *PAT Margins (%) is calculated as Profit After Tax carried to the balance sheet divided by Total Income.*

(d) *Cash Profit After Tax is calculated as a sum of Profit After Tax to the balance sheet and Depreciation and Amortization as per Restated Consolidated Financial Statements.*

(e) *Current Ratio is calculated as Total Current Assets divided by Total Current Liabilities.*

(f) *Debt-Equity Ratio is calculated as Total Debt divided by Adjusted Net-Worth as per Restated Consolidated Financial Statements. Total Debt is calculated as a sum of Long-Term Borrowings and Short-Term Borrowings (including current maturity of long-term borrowings).*

(g) *Return on Equity is calculated as Restated profit after tax carried to the balance sheet for the year divided by average net worth, where average net worth is calculated by dividing sum of closing adjusted net worth of the current fiscal year and closing adjusted net worth of the previous fiscal year by 2. The adjusted net worth of FY 2022 is taken from restated financial statements.*

(h) *Return on Capital Employed is calculated as Earnings Before Interest and Tax divided by Average Capital Employed. Average Capital Employed is calculated by dividing the sum of closing capital employed of the current fiscal year and closing capital employed of the previous fiscal year by 2. Capital employed is calculated as the sum of adjusted net worth and Long-Term and*

Short-Term Borrowings. Capital Employed of FY 2022 is taken from restated financial statements.

(i) Gross Value of Inventory Sold represents the aggregate value of inventory sold by the company during the respective financial years, net of cancellation, if any.

8. Description on the historic use of the KPIs by our Company to analyse, track or monitor the operational and/or financial performance of our Company

The KPIs disclosed below have been used historically by the Company to understand and analyze the business performance, which in result, help it in analyzing the growth of various verticals, and other relevant and material KPIs of the business of the Company that have a bearing for arriving at the Basis for Issue Price have been disclosed below. The KPIs set forth above have been approved by the Audit Committee pursuant to its resolution dated September 5, 2025.

The list of the KPIs along with brief explanation of the relevance of the KPIs for the business operations of the Company are set forth below:

Sr No.	KPIs	Explanation
1.	Revenue from Operations	Revenue from operation provided information regarding growth of our business operations over the period
2.	Earnings before Interest, Tax, Depreciation and Amortisation (EBITDA)	EBITDA provides information regarding operational profitability and the financial performance of the business.
3.	EBITDA Margins (%)	EBITDA margin provides the financial benchmarking against peers as well as to compare against the historical performance of our business.
4.	Profit after Tax (PAT)	PAT provides information regarding the overall Profitability of our business.
5.	PAT Margins (%)	PAT margin is an indicator of the overall profitability of our business and provides the financial benchmarking against peer as well as to compare against the historical performance of our business.
6.	Cash Profit after Tax	Cash Profit after Tax is an indicator which denotes profit generated from our business operations during the period before adjusting the non-cash items
7.	Current Ratio	Current ratio is an indicator of short-term solvency i.e., company's ability to pay short-term obligations or those due within one year.
8.	Debt-Equity Ratio	Debt Equity Ratio is an indicator of overall leverage of our Company
9.	Return on Equity (%)	RoE provides how efficiently the Company generates profits from average shareholders' funds.
10.	Return on Capital Employed (%)	RoCE provides how efficiently our Company generates earnings from the capital employed in our business.
11.	Gross Value of Inventory Sold	To measure their overall sales effectiveness and business performance

9. **Comparison of KPIs with listed industry peers**

There are no listed companies whose business operations are similar to that of our Company or are of a comparable size to that of our Company. Accordingly, it is not possible to provide an industry comparison in relation to our Company.

10. Comparison of Key Performance Indicators over time shall be explained based on additions or dispositions to our business

Our Company has not made any additions or dispositions to its business during the financial year ended Fiscals 2025, 2024, and 2023. For further details, see "*History and Certain Corporate Matters*" on page 210.

11. **Weighted Average Cost of Acquisition, Floor Price and Cap Price**

a. **Price per share of the Company (as adjusted for corporate actions, including split, bonus issuances) based on primary issuances of Equity Shares or convertible securities (excluding Equity Shares issued under Employee Stock Option Scheme and issuance of Equity Shares pursuant to a bonus issue) during the 18 months preceding the date of this Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company in a single transaction or multiple transactions combined together over a span of rolling 30 days ("Primary Issuances")**

The details of the Equity Shares or convertible securities, excluding issuance of bonus shares, during the 18 months preceding the date of this Red Herring Prospectus, where such issuance is equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated based on the pre- Issue capital before such transaction(s)), in a single transaction or multiple transactions combined together over a span of rolling

Date of allotment	No. of shares transacted	Face Value (in ₹)	Issue price per share*	Nature of allotment	Nature of consideration	Total consideration (in ₹ lakhs)
4-Jun-24	12,096	10	1,500	Conversion of debenture	Other than Cash	181.44
27-Aug-24	18,929	10	5,283	Private Placement	Cash	1,000.02
Total	**31,025**					**1,181.46**
Weighted Average cost of acquisition						**₹ 44.28***

**Adjusted for bonus issue of 85:1*

Except as stated above, it is confirmed that there are no primary/new issue of shares, equal to or more than 5% of the fully diluted paid-up share capital of the Company (calculated on the pre-issue capital on the date of allotment) in the 18 months prior to the date of this Red Herring Prospectus.

b. **Price per share of the Company (as adjusted for corporate actions, including bonus issuances) based on secondary sale or acquisition of equity shares or convertible securities (excluding gifts) involving the Promoter, members of the Promoter Group, the Selling Shareholder or other Shareholders of the Company with rights to nominate directors during the 18 months preceding the date of filing of the RHP, where the acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of our Company (calculated based on the pre-Issue capital before such transaction/s, and excluding ESOPs granted but not vested) in a single transaction or multiple transactions combined together over a span of rolling 30 days ("Secondary Transactions") are as follows :**

Details of Transfer (Promoter, Promoter group entities or selling share holder(s) or having the right to nominate director(s)	Nature of Transaction	Nature of Consideration	Date of Acquisition / Transfer	Face Value of Equity Shares	No of Equity Shares	Cost per Equity Shares (including Securities Premium)	Total Cost (₹ in Lakhs)
Puspamitra Das	Transfer to Shisan Consulting LLP	Cash	4-Apr-24	10	5,688.00	4,395.22	250.00
Puspamitra Das	Transfer from Amita Manek	Cash	8-Apr-24	10	1,718.00	5,430.20	93.29

Details of Transfer (Promoter, Promoter group entities or selling share holder(s) or having the right to nominate director(s)	Nature of Transaction	Nature of Consideration	Date of Acquisition / Transfer	Face Value of Equity Shares	No of Equity Shares	Cost per Equity Shares (including Securities Premium)	Total Cost (₹ in Lakhs)
Puspamitra Das	Transfer from Aishick Hazara	Cash	8-Apr-24	10	1,718.00	5,430.20	93.29
Puspamitra Das	Transferred to Vishal Kokadwar	Cash	23-Jul-24	10	2,710.00	1,910.00	51.76
Puspamitra Das	Transfer to Nitin Pardeshi	Cash	23-Jul-24	10	2,940.00	1,910.00	56.15
Puspamitra Das	Transfer from Rahul Pande	Cash	23-Jul-24	10	27,718.00	2,529.04	701.00
Shisan Consulting LLP	Transfer from Rahul Pande	Cash	9-Aug-24	10	15,452.00	3,559.41	550.00
Mahavir Lalchand HUF	Transfer from Rahul Pande	Cash	12-Aug-24	10	5,363.00	4,661.57	250.00
Ashmavir Financials Consultant Pvt Ltd	Transfer from Arbour Investment	Cash	12-Aug-24	10	3,150.00	7,800.00	245.70
Arbour Investment	Transfer from Rahul Pande	Cash	14-Aug-24	10	17,709.00	7,482.07	1,325.00
Arbour Investment	Transfer to Harsha Sanjay Siroya	Cash	11-Sep-24	10	2,600.00	7,800.00	202.80
Arbour Investment	Transfer to Ramesh Mangalchand Parekh HUF	Cash	11-Sep-24	10	900.00	7,800.00	70.20
Arbour Investment	Transfer to Adarsh Rent A Car Pvt Ltd	Cash	11-Sep-24	10	600.00	7,800.00	46.80
Arbour Investment	Transfer to Dhwani Subhash Palan	Cash	11-Sep-24	10	200.00	7,800.00	15.60
Arbour Investment	Transfer to Dipa Subhash Palan	Cash	11-Sep-24	10	200.00	7,800.00	15.60
Arbour Investment	Transfer to Shreya Nishil Marfatia	Cash	12-Sep-24	10	1,250.00	7,800.00	97.50
Arbour Investment	Transfer to Pixel Captech LLP	Cash	12-Sep-24	10	1,120.00	7,800.00	87.36
Arbour Investment	Transfer to Shakti Nareshkumar Arora	Cash	12-Sep-24	10	900.00	7,800.00	70.20
Arbour Investment	Transfer to Tradelink Exim (India) Private Limited	Cash	12-Sep-24	10	2,250.00	7,800.00	175.50

Details of Transfer (Promoter, Promoter group entities or selling share holder(s) or having the right to nominate director(s)	Nature of Transaction	Nature of Consideration	Date of Acquisition / Transfer	Face Value of Equity Shares	No of Equity Shares	Cost per Equity Shares (including Securities Premium)	Total Cost (₹ in Lakhs)
Arbour Investment	Transfer to Rosin Realty LLP	Cash	12-Sep-24	10	650.00	7,800.00	50.70
Arbour Investment	Transfer to Rishi Rajiv Dhandia	Cash	12-Sep-24	10	650.00	7,800.00	50.70
Arbour Investment	Transfer to Kapil Navratanmal Singhvi	Cash	13-Sep-24	10	700.00	7,800.00	54.60
Arbour Investment	Transfer to Urvi Sagar Nakum	Cash	13-Sep-24	10	250.00	7,800.00	19.50
Arbour Investment	Transfer to Bhavnesh Mehta	Cash	13-Sep-24	10	150.00	7,800.00	11.70
Arbour Investment	Transfer to Hardik Udaykumar Malekar	Cash	13-Sep-24	10	350.00	7,800.00	27.30
Arbour Investment	Transfer to Ankit Manoj Gala	Cash	13-Sep-24	10	50.00	7,800.00	3.90
Arbour Investment	Transfer to Devang Rohit Shah	Cash	13-Sep-24	10	300.00	7,800.00	23.40
Arbour Investment	Transfer to Sanjay Bhagat	Cash	13-Sep-24	10	250.00	7,800.00	19.50
Arbour Investment	Transfer to Aashish Ajmera	Cash	23-Sep-24	10	14.00	7,800.00	1.09
Puspamitra Das	Transferred to Times Tradelink Private Limited	Cash	4-Oct-24	10	300.00	7,800.00	23.40
Puspamitra Das	Transferred to Purvesh Mukeshkumar Shah	Cash	4-Oct-24	10	6,400.00	7,800.00	499.20
Puspamitra Das	Transfer to Khushbu Rajendra Agrawal	Cash	9-Oct-24	10	200.00	7,800.00	15.60
Puspamitra Das	Transfer to Shrikant Mahesh Bajaj	Cash	9-Oct-24	10	250.00	7,800.00	19.50
Puspamitra Das	Transferred to Sanjay Narayan	Cash	9-Oct-24	10	150.00	7,800.00	11.70

Details of Transfer (Promoter, Promoter group entities or selling share holder(s) or having the right to nominate director(s)	Nature of Transaction	Nature of Consideration	Date of Acquisition / Transfer	Face Value of Equity Shares	No of Equity Shares	Cost per Equity Shares (including Securities Premium)	Total Cost (₹ in Lakhs)
	Mahajan						
Puspamitra Das	Transferred to Vignesh Poojari	Cash	9-Oct-24	10	200.00	7,800.00	15.60
Puspamitra Das	Transfer to Tushar Mafatlal Shah	Cash	9-Oct-24	10	200.00	7,800.00	15.60
Arbour Investment	Transfer to Sahil Shah	Cash	10-Oct-24	10	200.00	7,800.00	15.60
Arbour Investment	Transfer to Mamta Chaturmohta	Cash	10-Oct-24	10	325.00	7,800.00	25.35
Arbour Investment	Transfer to Neha Shakti Arora	Cash	10-Oct-24	10	250.00	7,800.00	19.50
Puspamitra Das	Transfer to Rajesh Manohar Shinde	Cash	16-Oct-24	10	650.00	7,800.00	50.70
Puspamitra Das	Transferred to Devang Rajnikant Mehta	Cash	16-Oct-24	10	200.00	7,800.00	15.60
Puspamitra Das	Transfer to Sanjay Rambhai Patel	Cash	22-Oct-24	10	100.00	7,800.00	7.80
Arbour Investment	Transfer to BrainWing Aerial Services LLP	Cash	11-Feb-25	10	400.00	7,800.00	31.20
Total					**1,07,375**		**5,426.50**
				Weighted Average cost of acquisition			**58.76**

Weighted average cost of acquisition, Floor Price and Cap Price:

Type of transaction	WACA (in ₹)	Floor Price ₹ 120	Cap Price ₹ 127
Weighted average cost of acquisition for last 18 months for primary / new issue of shares (equity / convertible securities), excluding shares issued under an employee stock option plan/employee stock option scheme and issuance of bonus shares, during the 18 months preceding the date of filing of this Red Herring Prospectus, where such issuance is equal to or more than 5% per cent of the fully diluted paid-up share capital of our Company (calculated based on the pre-issue capital before such transaction/s and excluding employee stock options), in a single transaction or multiple transactions combined together over a span of rolling 30 days.	₹ 44.28	2.71	2.87
Weighted average cost of acquisition for last 18 months for secondary sale / acquisition of shares equity / convertible securities), where promoter / promoter group entities or Selling	₹ 58.76	2.04	2.16

Type of transaction	WACA (in ₹)	Floor Price ₹ 120	Cap Price ₹ 127
Shareholder or shareholder(s) having the right to nominate director(s) in our Board are a party to the transaction (excluding gifts), during the 18 months preceding the date of filing of this Red Herring Prospectus, where either acquisition or sale is equal to or more than 5% of the fully diluted paid-up share capital of our Company (calculated based on the pre-issue capital before such transaction(s) and excluding employee stock options granted but not vested), in a single transaction or multiple transactions combined together over a span of rolling 30 days.			
Since there are transactions to report in (A) or (B) above, therefore, information based on last 5 primary or secondary transactions (secondary transactions where promoter/promoter group entities or selling shareholder or shareholder(s) having right to nominate director(s) in the Board of the Company, are a party to the transaction) not older than 3 years prior to the date of this Red Herring Prospectus irrespective of the size of transactions is not required to disclosed			
Last 5 primary transactions	NA	NA	NA
Last 5 secondary transactions	NA	NA	NA

Justification for Basis of Issue Price

Justification for Basis of Issue price. The following provides an explanation for the Cap Price being 2.71 times the weighted average cost of Primary Issuances compared to our Company's KPIs and financial ratios for the Fiscal 2025, 2024, and 2023.

1. We are a full-service real estate mandate company based in Maharashtra, with operations in Pune, Mumbai Metropolitan Region *("MMR"),* and Nashik, with additional presence in Aurangabad and Kolhapur.
2. Our Promoter, Puspamitra Das, brings over 30 years of corporate experience, guiding the Company's strategic growth and fostering its reputation as a trusted partner in the real estate sector, enabled by a team of qualified and experienced professionals with varied relevant industry experience.
3. We have assisted real estate developers to sell projects worth over ₹ 8,15,000 lakhs, representing over 11,250 units till March 31, 2025.
4. As of August 31, 2025, we have active mandates with 37 real estate projects in the city of Pune, Mumbai, and Nashik to sell projects with a potential worth of over ₹ 4,14,955.79 lakhs, representing over 3559 units.
5. Our extensive network of over 3,400 CPs serves as the backbone of our mandate business, acting as the primary customer touchpoint and assisting in the lead generation process.
6. Recently, our Company has entered into an affiliate trademark and referral agreement, dated January 24, 2025, with an entity based in the UAE. This agreement grants us the rights to use their trademark, receive onboarding support, access to consultation and training, as well as learning and development resources, and an extensive networking platform.
7. Our custom-built proprietary tech platforms, JustoVerse and JustoWorks, play a pivotal role in our business operations. Our existing tech stack is equipped to capture real-time data of all the walk-in customers across all its sites.

The Price Band of ₹ 120 – 127 has been determined by our Company, in consultation with the BRLM, on the basis of the demand from investors for the Equity Shares through the Book Building process. Investors should read the abovementioned information along with "Risk Factors", "Business Overview", "Restated Financial Information", and "Management Discussion and Analysis of Financial Condition and Result of Operations" on pages 31, 190, 238, and 272, respectively of the Red Herring Prospectus, to have a more informed view.