

This is an abridged prospectus containing salient features of the Prospectus. You are encouraged to read greater details available in the Prospectus.

THIS ABRIDGED PROSPECTUS CONTAINS FOUR PAGES OF APPLICATION FORM ALONG WITH INSTRUCTIONS AND EIGHT PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

You may obtain a physical copy of the Application form and the Prospectus from stock exchange, Syndicate Banks, Registrar to the Issue, Share Transfer Agents, Depository participants, Stock Brokers, Underwriters, Bankers to the Issue, Self-Certified Syndicate Banks, our Company and Lead manager. You may also download the Prospectus from the websites of SEBI, Lead Manager and Stock Exchange where the equity shares are proposed to be listed (Stock Exchange) that is www.sebi.gov.in, www.finshoregroup.com, and www.bseindia.com and website of issuer company www.djcorp.in respectively.

Fixed Price Issue



DJ MEDIAPRINT & LOGISTICS LIMITED

Corporate Identity Number: L60232MH2009PLC190567

Registered office: 24, 1st Floor, Palkhiwala House, Tara Manzil, 1st Dhobi Talao Lane, Mumbai – 400 002, Maharashtra, India.

Corporate Office: UP Warehouse, Mafco Yard, Plot No. 4 to 9, 1st Floor, Sector-18, Vashi, Navi Mumbai – 400 703, Maharashtra, India.

Contact Person: Ms. Khushboo Mahesh Lalji, Company Secretary & Compliance Officer,

Tel No: 022 – 2788 9341; **E-Mail:** cs@djcorp.in, **Website:** www.djcorp.in

OUR PROMOTERS: (I) MR. DINESH MUDDU KOTIAN AND (II) MR. SANTHOSH MUDDU KOTIAN

ISSUE DETAILS, LISTING AND PROCEDURE

This is a **Further Public Offering (FPO)** of equity shares of face value of ₹10/- each of DJ Mediaprint & Logistics Limited and we plan to raise ₹1500.00 Lakhs by issuing 12,00,000 equity shares at an offer price of ₹125/- each including a premium of ₹115/- each. The equity shares are listed on **SME Platform of BSE Limited**.

This is a Fixed Price issue for a Further Public Issue of 12,00,000 Equity Shares of face value of ₹10/- each and the minimum lot size is 1,000 Equity Shares and in multiples of 1,000 Equity Shares thereof and for which pre-issue advertisement shall be advertised in English national daily “Financial Express”, Hindi National Daily “Jansatta” and Mumbai regional daily “Mumbai Lakshadweep” after filing Prospectus with the Registrar of Companies, Mumbai, Maharashtra. For details of “Basis for issue Price” please refer page no. 52 of the Prospectus.

Procedure:

If you wish to know about processes and procedures applicable to public issues, you may request for a copy of the General Information Document (GID) from Lead Manager or download it from the website of BSE (www.bseindia.com), website of issuer company (www.djcorp.in) or LM (www.finshoregroup.com).

ELIGIBILITY FOR THE ISSUE

This being an issue under Chapter IX of SEBI (ICDR) Regulations, 2018. The company is eligible for the issue in terms of Regulation 281 read with Regulation 103(1) & Regulation 229(1) of SEBI (ICDR) Regulations, 2018. Please note that the company is not compulsorily required to allot at least 75% of the net issue to public, to Qualified Institutional Buyers (QIBs).

INDICATIVE TIMETABLE

The below dates are indicative. However actual dates may vary.

Issue Opening Date	January 18, 2022 (Tuesday)	Unblocking of funds from ASBA Account	January 27, 2022 (Thursday)
Issue Closing Date	January 20, 2022 (Thursday)	Credit of Equity Shares to demat accounts of Allottees	January 28, 2022 (Friday)
Finalisation of basis of allotment with the Designated Stock Exchange	January 25, 2022 (Tuesday)	Commencement of trading of Equity Shares on the Stock Exchange	January 31, 2022 (Monday)

The above time table, other than issue opening and closing dates, is indicative in nature and does not constitute any obligation on the Company or the LM. While our Company shall ensure that all the steps for completion of all the necessary formalities for the listing and trading of our equity shares on the SME Platform of BSE Limited are taken within 6 working days of the issue closing date, the time table may change due to various factors such as extension of the issue period by the Company or any delay in receiving final listing and trading approval from the BSE. The Commencement of the trading of Equity shares will be entirely at the discretion of the BSE SME Exchange in accordance with the applicable laws.

GENERAL RISKS

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the Issuer and this Issue, including the risks involved. The Equity Shares have not been recommended or approved by the Securities and Exchange Board of India (“SEBI”), nor does SEBI guarantee the accuracy or adequacy of the contents of the Prospectus. Specific attention of the investors is invited to the section titled “**Risk Factors**” beginning on page no. 17 of the Prospectus and on page no. 9 of this Form.

PRICE INFORMATION OF LEAD MANAGER: FINSHORE MANAGEMENT SERVICES LIMITED

Statement on Price Information of Last 10 (Ten) Issues handled by Finshore Management Services Limited:

Sr. No.	Issue Name	Issue Size (₹ in Cr.)	Issue Price (In ₹)	Listing Date	Opening price on listing date (In ₹)	+/- % change in closing price, [+/- % change in closing benchmark] 30 th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark] – 90 th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark] – 180 th calendar days from listing
1	Northern Spirits Ltd.	18.50	43/-	04/04/2019	43.70	-16.28 [0.72]	-23.26 [0.03]	-42.21 [-0.04]
2	White Organic Retail Ltd.	15.46	63/-	10/05/2019	64.20	31.83 [5.75]	15.87 [-2.06]	15.87 [7.43]
3	SK International Export Ltd.	3.96	20/-	15/07/2019	19.20	-16.00 [-4.98]	-9.75 [-1.98]	0.00 [6.95]
4	Alphalogic Techsys Ltd.	6.18	84/-	05/09/2019	83.00	7.86 [2.81]	1.07 [11.00]	16.67 [4.09]
5	Tranway Technologies Ltd.	4.24	10/-	05/02/2020	11.10	50.00 [-6.49]	1.00 [-22.91]	-21.90 [-8.59]
6	ICL Organic Dairy Products Ltd.	4.08	20/-	17/02/2020	20.80	-25.00 [-25.52]	-3.25 [-24.25]	9.75 [-7.74]
7	DJ Mediaprint & Logistics Ltd.	2.40	20/-	13/04/2020	20.60	165.00 [2.22]	64.50 [19.24]	105.00 [32.00]
8	Promax Power Ltd.	1.60	10/-	12/10/2021	11.00	54.00 [0.11]	N. A.	N. A.
9	Dynamic Services & Security Ltd.	24.13	51/-	13/10/2021	53.00	-13.73 [-0.80]	N. A.	N. A.
10	Destiny Logistics & Infra Limited	5.39	20/-	13/10/2021	20.70	-27.00 [-0.80]	N. A.	N. A.

Status as on 10-01-2022

- in case where the security is not being traded on 30th, 90th and 180th day, the previous working day has been considered.
- in case where 30th, 90th and 180th day is holiday, the previous working day has been considered for benchmark and security purpose.
- the benchmark index is SENSEX where the securities have been listed in BSE SME and Nifty where securities have been listed in NSE Emerge.

Summary statement of Disclosure:

Financial Year	Total no. of IPOs	Total Funds Raised (₹ in Cr.)	Nos. of IPOs trading at discount - 30th calendar day from listing day			Nos. of IPOs trading at premium - 30th calendar day from listing day			Nos. of IPOs trading at discount -180th calendar day from listing day			Nos. of IPOs trading at premium - 180th calendar day from listing day		
			Over 50%	Between 25-50%	Less than 25%	Over 50%	Between 25-50%	Less than 25%	Over 50%	Between 25-50%	Less than 25%	Over 50%	Between 25-50%	Less than 25%
2018-19	8	57.68	1	1	2	1	N. A	3	3	1	2	1	N. A	1
2019-20	6	52.42	N. A	1	2	N. A	2	1	N. A	1	2	N. A	N. A	3
2020-21	1	2.40	N. A	N. A	N. A	1	N. A	N. A	N. A	N. A	N. A	1	N. A	N. A
2021-22	3	31.12	N. A	1	1	1	N. A	N. A	N. A	N. A	N. A	N. A	N. A	N. A

Status as on 10-01-2022

GENERAL INFORMATION	
Names of Lead Manager and contact details	FINSHORE MANAGEMENT SERVICES LIMITED Anandlok, Block-A, 2 nd Floor, Room No. 207, 227 A.J.C. Bose Road, Kolkata-700020, India Telephone: +91-33-22895101 Contact Person: Mr. S. Ramakrishna Iyengar Email: ramakrishna@finshoregroup.com Investor grievance email: info@finshoregroup.com Website: www.finshoregroup.com SEBI Registration Number: INM000012185
Name of the Market Maker	NIKUNJ STOCK BROKERS LIMITED A-92, Ground Floor, Left Portion, Kamla Nagar, New Delhi – 110092 Telephone: 011 – 47030015 Email ID: info@nikunjonline.com Contact Person: Mr. Pramod Kumar Sultania SEBI Registration Number: INZ000169335 Market Maker Registration Number: SMMM0664523112017
Name of Registrar to the Issue and contact details	PURVA SHAREGISTRY (INDIA) PVT LTD 9, Shiv Shakti Industrial Estate, J. R. Boricha Marg, Opp. Kasturba Hospital Lane, Lower Parel (E), Mumbai – 400011, Maharashtra Tel: 022 2301 2518 / 8261, Email: support@purvashare.com Investor Grievance Email: support@purvashare.com Website: www.purvashare.com Contact Person: Ms. Deepali Dhuri SEBI Registration No: INR000001112
Name of Statutory Auditor	“M/S. ADV & ASSOCIATES” Chartered Accountants, Mumbai
Name of Peer Review Auditor	“M/S. ADV & ASSOCIATES” Chartered Accountants, Mumbai
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture trustee, if any	Not Applicable
Self-Certified Syndicate Banks	The list of banks is available on https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34 which is updated from time to time.
Non-Syndicate Registered Brokers	You can submit Application Forms in the Issue to Non-Syndicate Registered Brokers at the Non-Syndicate Broker Centres. Registered Brokers at the Broker Centres. The details of such Broker Centres, along with the names and contact details of the Registered Brokers are available on the website of the Stock Exchange (www.bseindia.com). For further details, see sectioned titled “Issue Procedure” beginning at page no. 184 of the prospectus.
Details regarding website address(es)/ link(s) from which the investor can obtain list of registrars to issue and share transfer agents, depository participants and stock brokers who can accept application from investor (as applicable)	The details of the Designated Registrar to issue and Share Transfer Agents Locations and Designated Collecting Depository Participant and stock brokers Locations, along with their names and contact details are available on the websites of the Stock Exchange (www.bsesme.com) as updated from time to time

PROMOTERS OF ISSUER COMPANY

- 1) **Mr. Dinesh Muddu Kotian**, aged 47 years, is the Founder Promoter and Managing Director of the company. He founded the Company in the year 2009. Mr. Kotian’s tenacity and business acumen have brought several accolades and a holistic growth to the Company, and made DJ Mediaprint & Logistics Ltd. an organized body of excellence. He has been the director of the company since its inception, with over 20 years of experience and was further designated as the managing director of the company in the year 2017.
- 2) **Mr. Santhosh Muddu Kotian**, aged 42 years, is the Founder Promoter and Director of the company. He is associated with the group since 2005 having experience in all kind of accounts related activity. Due to some personal reason, he has resigned from the post of director of the company w.e.f. 20/07/2015 but he is associated with the company as the promoter and shareholder of the company and provide his guidance as and when required. For Further details on: “Our Promoters and Promoter Group” refer No. 118 of the Prospectus.

BUSINESS MODEL / BUSINESS OVERVIEW AND STRATEGY

Our Company was originally incorporated as “DJ Logistic Solutions Private Limited” having its registered office at 24, 1st Floor, Palkhiwala House, Tara Manzil, 1st Dhobi Talao Lane, Mumbai – 400 002, Maharashtra, India on February 24, 2009 under the provisions of the Companies Act, 1956 bearing Corporate Identification Number U60232MH2009PTC190567 issued by the Registrar of Companies, Mumbai, Maharashtra. The company is promoted by Mr. Dinesh Muddu Kotian and Mr. Santhosh Muddu Kotian. Subsequently name of the company has been changed to “DJ Mediaprint & Logistics Private Limited” vide a Certificate of Incorporation pursuant to change of name dated December 08, 2017. Subsequently our company was converted into Public Limited Company and the name of our Company was changed to “DJ Mediaprint & Logistics Limited” vide a fresh Certificate of Incorporation consequent upon conversion from Private Company to Public Company dated December 19, 2017 bearing Corporate Identification Number U60232MH2009PLC190567 issued by the Registrar of Companies, Mumbai. Further our company came out with Initial Public Offer in the year 2020 and got listed on SME exchange of BSE Ltd. on April 13, 2020. Currently, the Corporate Identification Number of the Company is L60232MH2009PLC190567.

DJ Mediaprint & Logistics Ltd. is a provider of Integrated Printing, Logistics and Courier solutions in India and overseas with a well networked transport operations, pre-eminent quality standards and processes & operations. It also provides Bulk Mailing, Speed Post, Records Management, Manpower Supply, Return of Post Management, Bulk Scanning, Moving, Newspaper Print Advertising services and other related services.

We believe with the capability to process over 40 to 50 lakh articles per month as per our estimation of the current infrastructure, we cater to wide customer base across various industry segment such as Banking, Airlines, Shipping, Logistics, Education, Finance, Lottery Ticket, Healthcare, Insurance, Manufacturing, Retail, Stockbroking, Telecom, Utilities among others.

Our clientele includes LIC, National Insurance, Bharti Axa, GIC Housing Finance, Reserve Bank of India, Central Bank of India, Bank of India, United Bank of India, Citi Bank, Corporation Bank, Federal Bank, State Bank of India, Punjab National Bank, Vijaya Bank, Bank of Baroda, Dena Bank, Indian Institute of Architects, Bombay Chartered Accountants' Society, Infosys, Wipro, Britannia, Aditya Birla Group, Dish TV, Lawrence & Mayo, Jet Airways, TBZ, Gulf, Zee Entertainment, Philips, Larson & Turbo, Edelweiss, NSDL, ATUL, Purva Sharegistry, Satellite among others.

We have executed many short term/long terms contract for Printing & Dispatch of monthly Credit Cards Statement, Letter, Annual Reports & Other ancillary services, Storage of records and its management, Digital franking machines services and ancillary services etc with our clients and getting repeated order from them.

DJ Mediaprint & Logistics Ltd. has brought value-addition, reliability, security and economy to its services and has emerged as the good player in all offerings across various industries that it caters to. A customer-centric approach permeates all its activities, so that the outcomes generated meet the temporal, quality and utility standards of its clients.

DJ Mediaprint & Logistics Ltd. currently has several offices spread across Mumbai, Navi Mumbai & Bhiwandi (Thane), one in Delhi and one in Goa, where it is supported by a well-connected network across the city.

Our company boasts of a personalized delivery system and a pioneering set of systems and processes that regulate its entire spectrum of mailing operations. In line with the changes in printing technology, the company has entered a new field of printing by commissioning digital printing and associated equipment to its existing set-up of printing machinery. Its current infrastructure encompasses an assemblage of more than 30 types of machines for offset and digital printing as well as for other print-related jobs. The collective operations of these machines cover the entire gamut of printing solutions that can be imagined.

We offer a wide range of integrated services including print-to-post solutions. Our wide range of expertise in printing, mailing, logistics and print advertising services makes us a preferred choice in our industry. We have been in the industry for more than two decades, and we believe we have the capability to process over 40 to 50 lakhs articles per month as per the estimation of the existing infrastructure. Our year of services in logistics and printing have provided us with the expertise required for delivering excellence. Our state-of-the-art equipment and systematic operation allow greater precision and efficiency, while getting things done in defined timeline.

Our vision:

To be the first choice of our customers for fulfilling product and service needs and to be the key pioneer of printing and logistics solutions, worldwide. We want to delight our customers with quality services by setting new benchmarks through innovation and modern technology.

Our Mission:

Profitable growth through superior customer service, innovation, quality and commitment.

Our Competitive Strength:

- ✓ Organizational stability along with management expertise
- ✓ Smooth flow of operations
- ✓ Well-defined organizational structure
- ✓ Existing Supplier Relationship
- ✓ Quality & ISO Certifications

Our Business Strategy

- ✓ Focus on Increase in Volume of Sales
- ✓ Quality Assurance
- ✓ Increase geographical presence
- ✓ Leverage and enhance our brand name
- ✓ Improving operational efficiencies
- ✓ Leveraging our Market skills and Relationships

Our Swot Analysis:

Strengths

- Established operations and proven track record
- Quality Assurance and Standards
- Experienced Management Team
- Satisfied customer with quality and service
- Smooth flow of operations
- Strong business model

Weakness

- Insufficient market reach
- Heavy dependence on suppliers
- High working capital requirement
- Limited pricing power due to fragmentation in the industry
- Weak working capital management

Opportunities

- Growing acceptance by consumers
- Rise in demands
- Opportunities in Indian Market
- An increasing number of businesses in India are going paperless, which would benefit us.

Threats

- Increase Competition from Big Players
- Change in Government Policies
- Rising labour wages
- Margins may be constrained in the future
- There are no entry barriers in our industry which puts us to the threat of competition from new entrants

Our Competition:

We operate in the highly competitive and fragmented printing and logistics services industry. There are no entry barriers in our industry which puts us to the threat of competition from new entrants. There are numerous players operate in the industry. We face tough competition in our business from a large number of unorganized and a few organized players. Our aim is to provide the branded, standardized and uniform quality products at competitive prices to our consumers. We compete with our competitors on a regional or product line basis. Many of our competitors have substantially large capital base and resources than we do and offer broader range products. We believe that the principal factors affecting competition in our business include client relationships, reputation, the abilities of employees, market focus and the relative quality and price of the services and products.

We believe that our ability to compete effectively is primarily dependent on ensuring consistent product quality and timely delivery at competitive prices, thereby strengthening our brand over the years. We believe that our cost effective and integrated offerings, our focus on customer satisfaction and our reliability combined with our quality consciousness provides us with competitive advantage in our business. We believe that our technical capabilities, experience in this business and quality assurance will be key to overcome competition posed by such organized and unorganized players.

For Detailed information on our business, please refer to chapter titled “Our Business” beginning from page no. 76 of the prospectus.

BOARD OF DIRECTORS

Sl. No.	Name of The Director	Designation	Experience
1	Mr. Dinesh Muddu Kotian	Managing Director	Mr. Dinesh Muddu Kotian , aged 47 years, is the Founder Promoter and Managing Director of the company. He founded the Company in the year 2009. Mr. Kotian's tenacity and business acumen have brought several accolades and a holistic growth to the Company, and made DJ Mediaprint & Logistics Ltd. an organized body of excellence. He has been the director of the company since its inception, with over 21 years of experience and was further designated as the managing director of the company in the year 2017. Strategic thinker with a talent for fostering cooperation and communication between board members, shareholders and other senior team members. To make company policies and turn them into effective and workable business strategies. With a rich experience in the field of printing technologies and related field, especially colour management, offset and continuous stationery, Mr. Kotian has created an amalgamation of infrastructure, processes and people that can efficiently deliver work that is both high on quality and quantity. This feat, combined with his expertise in management (operation) functions, including concept & product development, licensing & joint ventures, finance, legal, sales & marketing, makes him the ideal helmsman of DJ Mediaprint & Logistics Ltd. His focus has been on enabling the company to achieve high printing and mailing volumes and print-to-post solutions with set out time line speed and perfection. His passion is organization building through the development and implementation of corporate systems, and he believes in driving excellence at all levels of organization. Mr. Kotian draws inspiration from the visionary entrepreneurs that have brought paradigm shifts in the industries they operate in. With a vision to cater every reputed corporate house across the country and extending his company's network to every nook and corner of India, Mr. Kotian is working to make DJ Mediaprint & Logistics Ltd. a one-stop solution for printing and other related services of Logistics and Record Management and to bring all the operation under common roof to deliver its customer the most efficient services within the time line set out.
2	Mr. Deepak Pandurang Bhojane	Whole Time Director	Mr. Deepak Pandurang Bhojane , aged 46 years, has been the Director of the company for almost a decade. He has been appointed as an Independent Director of the company in the year 2010 and become whole time director in the year 2017. He nurtures an entrepreneurial spirit his business acumen saw him venturing out to build new business and expansion of the existing one and a keen eye for new business ventures. Fueled by his appetite for dreams, business insights and unique ideas, he is instrumental in elevating the company to where it stands today through his diligence and exemplary leadership skills. He manages various activities / operations of the company, namely, marketing, business development, client servicing and sales. He is adept in areas of administration, including employee performance management, recruitment, employee development & retention, resource management, training and education. At DJ Mediaprint & Logistics Ltd., he has been instrumental in striking the right balance between sales and client servicing. He has taken the company from one benchmark to another and has been actively addressing and surpassing the various challenges that is part of everyday business.
3	Mr. Deepak Dattaram Salvi	Whole Time Director	Mr. Deepak Dattaram Salvi , aged 51 years, has been the Director of the company for almost a decade. He has been appointed as an Independent Director of the company in the year 2010 and become whole time director in the year 2017. He is supervising the general operations of the organization. He carries significant experience in logistics, transport and courier operations, and is responsible for all the logistical and courier operations of the company on the pan-India and international level. Mr. Salvi ensures that all the shipments conform with the logistical norms of the industry, clients and the ones laid out by the government. The dispatch, relay and delivery of the shipments must happen within defined timelines and all these dynamics come under supervision and charge of Mr. Salvi. He is immensely familiarised with the dynamics of the ground operations and deftly carries out the implementation of the various plans that are drawn out from time to time. He also looks after estimation of practical costs for manufacturing and for managing overhead expenses.
4	Mr. Devadas Alva	Non-Executive Director	Mr. Devadas Alva , aged 79 years is a Non-Executive Director of the company since 2014. He is a senior member in the company has over 30 years of wide experience in corporate compliance and administration as a Maharashtra State Government professional. He handles the complete HR operations of DJ Mediaprint & Logistics Ltd, including HR strategy, recruitment, training and development, performance reviews, HR compliances, etc. Equipped with the erudite knowledge and expertise in Human Resources, Mr. Alva has been creating an exemplary workforce that displays the fine qualities of communication, time management, discipline, objectivity and other qualities that an organization can desire from its employees. Due to Mr. Alva's fine leadership, all the people employed with DJ Mediaprint & Logistics Ltd. are synchronised with the company's vision and philosophy, and translate objectives on paper to practical accomplishments. Besides his responsibilities in HR, Mr. Alva is also responsible for planning and execution of several programs and processes related to information technology.
5	Mr. Dwarka Prasad Gattani	Non-Executive Director	Mr. Dwarka Prasad Gattani , aged 39 years, is a qualified Chartered Accountant. He passed his CA exam in the year 2006 from Institute of Chartered Accountants of India and having more than 16 years of experience in Investment Banking, Debt Syndication and Management Consultancy Services etc. Currently he is also Promoter Director of Corporate Capital Designer Pvt Ltd. Engaged into Debt Syndication for SME & Mid Corporate and also provide management consultancy services since 2014. He has been appointed as Additional Non-Executive Professional Director of the company in 2019 and regularized on Annual General Meeting held on 05-09-2020.
6	Mr. Purshottam Mahadeo Dalvi	Independent Director	Mr. Purshottam Mahadeo Dalvi , aged 58 years, is vice chairman of The Mumbai District Central Co. Op Bank Ltd popularly known as "Mumbai Bank" is a central financing agency of all the affiliated co operative societies in Mumbai District, and also he is a director on the board of other cooperative society namely Suyog Sahakari Pathpedi Maryadit since inception. Mr. Dalvi is having vast experience about the banking as well as day to day operations of major cooperative sector. He is very keen in the administration part and public relations & good at maintaining company reputation high at all stage. He is very practical while dealing with the corporate and his basic aim to build co-operative movement which especially defined as an autonomous association of person united and voluntarily to meet their common need of finance, economic, social and cultural needs. He has been appointed as Additional Non-Executive Independent Director of the company in 2019 and regularized on Annual General Meeting held on 05-09-2020.

7	Mr. Navinchandra Rama Sanil	Independent Director	Mr. Navinchandra Rama Sanil , aged 69 years, is a Commerce Graduate from Mumbai University with professional experience over 36 years in various fields like Accounting, Public Relations, Corporate governance, etc. His rich experience with regard to Logistics Trends that will impact Logistics Management in the coming years. His traits like Keen attention to detail, Sound Decision making, Adaptability, Accountability, Quick Follow-through and Good interpersonal skills and above all, tremendous self-discipline in time management overcome the procrastination that leads to success. Out of 36 years, he served Indian Defence (Civilian) for about 18 years. Mr. Sanil is also a Vastu Consultant having knowledge of the Science of direction combining five elements of nature which is universal, logical, practical and pragmatic. His vast knowledge bestowed on him with the title of Vastu Marthand. He is also a PR professional with reference to Relationship-building skills, Social media savvy and good at maintaining company reputation high at all stages. In the Social field he is a known figure extending services to Bhavani Foundation, Mumbai and Shubhada Education Trust, South Kanara as Trustee and Advisor for Kannada Patrakara Sangha, Maharashtra. He has been appointed as Additional Non-Executive Independent Director of the company in 2019 and regularized on Annual General Meeting held on 05-09-2020.
8	Ms. Deeksha Devadiga	Independent Woman Director	Ms. Deeksha Devadiga , aged 29 years, having 3 years of wide experience in Client Servicing and Business Development Manager. She has completed her Post Graduate in Business Administration with Specialization in Finance and Marketing from VTU University, Belgaum, Karnataka. She has currently associated with LOBA CHEMIE PVT LTD, which is into fine chemical and Analytical Reagents. She handles the complete Client Networking, Product and Vendor Management etc. Furnished with the knowledgeable and proficiency in Media Marketing, Ms. Deeksha has been fashioning a prototypical workforce that displays the abilities of statement, self-control, objectivity and other qualities that an organization can desire from its employees. In addition, her responsibilities in field, Ms. Deeksha Devadiga is also responsible for scheduling and implementation of programs and processes related to information technology. She has been appointed as Additional Non-Executive Independent Director of the company in 2019 and regularized on Annual General Meeting held on 05-09-2020.

OBJECT OF THE ISSUE

The proceeds of the Issue are estimated to be Rs. 1500.00 Lakhs. Our Company proposes to utilize the funds which are being raised through this Issue towards the below mentioned objects.

The objects of the issue are:

1. To meet the working capital requirements of the company
2. General corporate purposes and
3. To meet the Issue Related Expenses

The Company believes that, availing funds from further issue of shares to the public would be an effective source for meeting the funding requirements of the Company.

Requirement of Funds: Our funding requirement is dependent on a number of factors which may not be in the control of our management, changes in our financial condition and current commercial condition. Such factors may entail rescheduling and/or revising the planned expenditure and funding requirement and increasing or decreasing the expenditure for a particular purpose from the planned expenditure.

The following table summarizes the requirement of funds:

Sr. No.	Particulars	Estimated Amount (Rs. In Lakhs)	Amount Deployed till Date	Amount to be financed from Net Proceeds of Issue	Estimated Net Proceeds Utilization in FY 2021-22
A	Funding the working capital requirements of the Company	1341.20	-	1341.20	1341.20
B	Issue related expenses	33.80	-	33.80	33.80
C	General corporate purposes	125.00	-	125.00	125.00
	Total FPO Proceeds	1500.00	-	1500.00	1500.00

For further details please refer chapter “*Object of the issue*” beginning on page no. 48 of the prospectus.

The fund requirement and deployment are based on internal management estimates and have not been appraised by any bank or financial institution. These are based on current conditions and are subject to change in light of changes in external circumstances or costs, other financial conditions, business or strategy etc.

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues/rights issues, if any, of the Company in the preceding 10 years: *Not Applicable*

Name of monitoring agency, if any: *Not Applicable*

Terms of Issuance of Convertible Security, if any: *Not Applicable*

PRE-ISSUE SHAREHOLDING PATTERN

Sr. No.	Particulars	Pre-Issue number of shares	% Holding of Pre-issue
1.	Promoter & Promoter Group	29,96,520	71.11%
2.	Public	12,17,400	28.89%
	Total	42,13,920	100.00%

For further details please refer “*Capital Structure*” beginning on no. 38 of the Prospectus.

Number/amount of equity shares proposed to be sold by selling shareholder: *Not Applicable*

RESTATED AUDITED KEY FINANCIALS

(Rs. in Lakhs)

Particulars	For the period ended			
	30.09.2021 [^]	31.03.2021	31.03.2020	31.03.2019
Total Revenue	1,311.83	2,481.88	2,132.33	2,067.31
Net Profit/(Loss) before tax	148.25	171.59	151.05	134.37
Net Profit/(Loss) after tax	105.13	126.44	109.12	92.38
Equity Share Capital	421.39	421.39	301.39	50.23
Reserves and Surplus	430.73	325.60	105.27	247.32
Net worth	852.13	746.99	406.66	297.55
Face Value of Shares	10/-	10/-	10/-	10/-
Basic & Diluted EPS (Rs.) before Bonus	2.49	3.00	3.62	18.39
Basic & Diluted EPS after Bonus (Rs.) #	2.49	3.00	3.62	3.07
Return on net-worth (%)	12.34%	16.93%	26.83%	31.05%
Net Asset Value Per Share (Rs) before Bonus	20.22	17.73	13.49	59.23
Net Asset Value Per Share (Rs) after Bonus #	20.22	17.73	13.49	9.87

[^] Not Annualised

The Company has allotted Bonus Shares in the Ratio of 5 (Five) New Equity Share for every 1 (One) Equity Share held (i.e. the ratio of 5:1 shares) as per Board Meeting dated 18/02/2020.

For further Detailed information, please refer Chapter “Basis for Issue Price” and “Financial Statement as Restated” beginning from page no. 52 and 127 of prospectus respectively.

INTERNAL RISK FACTORS

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

- 1) Our Company, our Group Company, our Promoters and Directors are parties to certain legal proceedings. Any adverse decision in such proceedings may have a material adverse effect on our business, result of operations and financial conditions.
- 2) We operate in a highly-competitive and fragmented industry, and our business, results of operations and financial condition may be adversely affected if we are not able to compete effectively.
- 3) Interruptions or performance problems associated with our technology and infrastructure may harm our business and results of operations.
- 4) We are subject to certain government regulation and if we fail to obtain, maintain or renew our statutory and regulatory licenses, permits and approvals required to operate our business, our business and results of operations may be adversely affected.
- 5) The shortage or non-availability of power and water facilities may adversely affect our printing process and have an adverse impact on our results of operations and financial condition.
- 6) We rely on third party logistic providers, with whom we have no formal arrangements. Any disruption in our transportation arrangements or increases in transportation costs may adversely affect our business, results of operations and financial condition.
- 7) Our business and results of operations are dependent on the contracts, including certain short-term contracts that we enter into with our customers. Any breach of the conditions under these contracts may adversely affect our business and results of operations.
- 8) Our business is dependent on developing and maintaining continuing relationships with our clients and customers. The loss of any significant client or customer could have a material adverse effect on our business, financial condition and results of operations.
- 9) The industry in which we operate, is labour intensive and our operations may be materially adversely affected by strikes, work stoppages or increased wage demands by our employees or any other kind of disputes with our employees.
- 10) The extent to which the Coronavirus pandemic (COVID-19) may affect our business and operations in the future is uncertain and cannot be predicted.

For further details please refer the chapter “Risk Factor” on page no. 17 of our Prospectus.

SUMMARY OF OUTSTANDING LITIGATION, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against the Company and amount involved: There are 7 outstanding litigations against the company related to Criminal and Direct and Indirect Taxation matters. Total amount involved is Rs. 48.72 Lakhs. For further details of “Outstanding Litigation and Material Developments” please refer page no. 159 of the Prospectus.

B. Brief details of top 5 material outstanding litigations against the Company and amount involved:

1. Litigation Involving Criminal matters:

Hindon Engineering Private Limited Vs DJ Mediaprint & Logistics Limited & Ors.

Case No.	CC No. 13402 of 2019
Court	4 th Metropolitan Magistrate, Patiala House Court, New Delhi
Complainant	Hindon Engineering Pvt. Ltd.
Accused	1) DJ Mediaprint & Logistics Limited, 2) Mr. Dinesh Kotian, 3) Mr. Deepak Bhojane, 4) Mr. Deepak Salvi and 5) Mr. Devdas Alva
Amount Involved	Rs. 20.00 Lakhs

Brief Facts	The complainant company filed the instant proceedings before the Ld. 4th MM under section 138 r/w 142 of Negotiable Instruments Act, against the accused company and its 4 Directors were also tagged as accused persons in the ongoing proceedings. The accused person No. 2 furnished surety bonds of a sum of Rs.1,00,000/- in the form of Bank F.D., in compliance of order dated. 03.03.2021 of the aforesaid court, and accused persons 3 & 4 are admitted to bail subject to furnishing bail bonds and personal surety bonds in the sum of Rs.50,000/- each in the form of Bank F.D. Personal Bonds are furnished. Considering the facts of the present case the said court took a view of the subject matter and further observed the present case under consideration is bailable offence and be tried as a summons triable case. Accordingly, admission of the documents u/s 294 cr. P.C. done. Subsequently, the Ld. Counsel for the accused sought time to file application u/s 145 (2) of the NI Act.
Status	The subject matter posted to 28/01/2022 by the court for further hearing and arguments on the above said application /CE.

2. Direct Tax Liabilities:

A. Y.	Section Code	Date of Demand	Amount	Particulars
2012-13	154	29-03-2017	15,120	The demand has not been disputed neither any appeal has been filed. The matter is pending with the department.
2014-15	143(1)(a)	22-04-2015	2,32,344	The IT Department vide its demand Id no. 2015201437002398301C raised a demand on the Company on 22-04-2015 for non-payment of self-assessment tax of Rs.2,04,140/-. The Company vide its letter dated 03-02-2020 has denied its liability and submitted its reply and stated that all the taxes has been duly paid by the Company. Current Status: Matter is pending.
2017-18	154	14-05-2019	1,14,610	The IT Department vide its demand Id no. 2019201737024553125C raised a demand on the Company on 14-05-2019 for non-payment of self-assessment tax of Rs.1,14,610/-. The Company vide its letter dated 03-02-2020 has denied its liability and submitted its reply and stated that all the taxes has been duly paid by the Company. Current Status: Matter is pending.
2018-19	154	04-02-2020	18,23,730	The IT Department vide its demand Id no. 2019201837102289293C raised a demand on the Company on 04-02-2020 for non-payment of self-assessment tax of Rs.18,09,370/-. The Company vide its letter dated 03-02-2020 has denied its liability and submitted its reply and stated that all the taxes has been duly paid by the Company. Current Status: Matter is pending.
2019-20	154	06-11-2020	2,05,580	The IT Department vide its demand Id no. 2020201937020127863C raised a demand on the Company on 06-11-2020 as per Rectification Order u/s 154 of the IT Act. Current Status: Matter is pending.
		Total	23,91,384	

3. Indirect Tax Liabilities:

A. Y. 2011-12	VAT Demand	Rs. 4,80,171	Pending with Joint Commissioner of Sales Tax (Appeals), VAT
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A. Regulatory action, if any – disciplinary action taken by SEBI or stock exchange against the promoters in last 5 financial years including outstanding action, if any – NIL

B. Brief details of outstanding criminal proceedings against the promoters – As mentioned above (Hindon Engineering Private Limited Vs DJ Mediaprint & Logistics Limited)

The summary of litigations is given below:

Sr No.	Outstanding Litigations	Number of Matter	Financial Implications to the Extent Quantifiable (Rs. in Lakhs)
1.	Filed against the Company		
	<i>Criminal matter*</i>	1	20.00
	<i>Direct Tax / Indirect Tax</i>	6	28.72
2.	Filed against our Directors		
	<i>Direct Tax / Indirect Tax</i>	11	58.05
3.	Filed against our Promoters		
	<i>Direct Tax / Indirect Tax</i>	10	57.98
4.	Litigation involving Promoter Group/Group Company		
	<i>Direct Tax / Indirect Tax</i>	2	0.28

Note: The amount mentioned above may be subject to additional interest, rates or Penalties being levied by the concerned authorities for delay in making payment or otherwise. For further details of “Outstanding Litigation and Material Developments” please refer page no. 159 of the Prospectus.

ANY OTHER IMPORTANT INFORMATION AS PER LEAD MANAGER / ISSUER

NIL

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 1956, the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, established under section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be, have been complied with and no statement made in the Prospectus is contrary to the provisions of the Companies Act, 1956, the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulations issued there under, as the case may be. We further certify that all statements in the Prospectus are true and correct.