



## **VERTOZ ADVERTISING LIMITED**

**Registered & Corporate Office:** 602, Avior, Nirmal Galaxy, Opp. Johnson & Johnson, LBS Marg, Mulund (West), Mumbai, Maharashtra, India – 400 080

**Corporate Identity Number:** L74120MH2012PLC226823

**Tel:** +91 22 6142 6030; **Fax:** +91 22 6142 6061

**Website:** [www.vertoz.com](http://www.vertoz.com) ; **Email:** [compliance@vertoz.com](mailto:compliance@vertoz.com)

### **NOTICE**

NOTICE is hereby given that First Extra-Ordinary General Meeting (“EGM”) of the Financial Year 2022-2023 of the Members of VertoZ Advertising Limited will be held on Wednesday, 14<sup>th</sup> December 2022 at 12.00 Noon through Video Conferencing (“VC”) / Other Audio-Visual Means (“OAVM”) facility to transact the business mentioned below.

The proceedings of the EGM shall be deemed to be conducted at the Registered Office of the Company at 602, Avior, Nirmal Galaxy, Opp. Johnson & Johnson, LBS Marg, Mulund (West), Mumbai, Maharashtra, India – 400 080 which shall be the deemed venue of the EGM.

### **SPECIAL BUSINESS:**

#### **1. To issue Equity Share Warrants on Preferential Basis**

To consider and if thought fit, to pass, with or without modification, the following resolution as **Special Resolution:**

**“RESOLVED THAT** pursuant to the provisions of Section 42, 62 and all other applicable provisions, if any, of the Companies Act, 2013 (the ‘Act’), the Companies (Prospectus and Allotment of Securities) Rules, 2014, the Companies (Share Capital and Debentures) Rules, 2014 and other applicable rules made there under (including any statutory modification(s), amendment(s) or re-enactment(s) thereof, for the time being in force) and in accordance with the enabling provisions of the Memorandum and Articles of Association of the Company, and subject to the provisions of the Securities and Exchange Board of India (Issue of Capital and

Disclosure Requirements) Regulations, 2018 (**'ICDR Regulations'**), the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (**'LODR Regulations'**), as in force and subject to other applicable Rules / Regulations / Guidelines / Notifications / Circulars and clarifications issued thereunder, if any, from time to time by the Ministry of Corporate Affairs, the Securities and Exchange Board of India (**'SEBI'**), National Stock Exchange of India Limited (**'NSE'**) and/ or any other competent authorities (hereinafter referred to as 'Applicable Regulatory Authorities') to the extent applicable, the Listing Agreement entered into by the Company with the Stock Exchange where the shares of the Company are listed and subject to the approval(s), consent(s), permission(s) and/or sanction(s), if any, of the appropriate authorities, institutions or bodies as may be required, and subject to such conditions as may be prescribed by any of them while granting any such approval(s), consent(s), permission(s), and/or sanction(s), and which may be agreed to by the Board of Directors of the Company (hereinafter called 'the Board' which term shall be deemed to include any committee which the Board may have constituted or hereinafter constitute to exercise its powers including the powers conferred by this resolution or any person authorised by the Board or its committee for such purpose) and subject to any other alterations, modifications, corrections, changes and variations that may be decided by the Board in its absolute discretion, the consent of the members of the Company be and hereby accorded to authorise the Board on behalf of the Company, to create, offer, issue and allot by way of preferential issue, from time to time, in one or more tranches, upto 65,85,000 Equity Share Warrants fully convertible into equivalent number of Equity Shares of the Company ('Warrants') to the below mentioned allottees, for consideration in cash, at a minimum issue price of **INR 122.93 (Rupees One Hundred Twenty Two and Ninety Three Paise only)** per Warrant ("Minimum Warrant Issue Price") including premium of **INR 112.93/- (Rupees One Hundred Twelve and Ninety Three Paise only)** aggregating to **INR 80,94,94,050/- (Rupees Eighty Crores Ninety Four Lakhs Ninety Four Thousand and Fifty Rupees only)**, in such manner and on such terms and conditions as the Board may in its absolute discretion decide:

<b>S. No</b>	<b>Name of Proposed Allottees</b>	<b>No. of Warrants</b>	<b>Outcome of the subscription/ Investment amount (INR) (Approx.)</b>	<b>Category</b>
<b>1.</b>	Nexpect Limited	9,00,000	11,06,37,000	Non-Promoter
<b>2.</b>	AG Dynamic Fund Limited	9,00,000	11,06,37,000	Non-Promoter
<b>3.</b>	Saint Capital Fund	18,00,000	22,12,74,000	Non-Promoter
<b>4.</b>	Lalitaben Rupareliya	6,00,000	7,37,58,000	Non-Promoter
<b>5.</b>	Kurjibhai Rupareliya	6,00,000	7,37,58,000	Non-Promoter
<b>6.</b>	Prachi Rupareliya	6,00,000	7,37,58,000	Non-Promoter

7.	Shankar Sharma	4,00,000	4,91,72,000	Non-Promoter
8.	Harshaben Tejasbhai Joshi	2,00,000	2,45,86,000	Non-Promoter
9.	Hirenkumar Rasiklal Shah	2,92,500	3,59,57,025	Promoter
10.	Ashish Rasiklal Shah	2,92,500	3,59,57,025	Promoter
	<b>Total</b>	<b>65,85,000</b>	<b>80,94,94,050</b>	

**RESOLVED FURTHER THAT** in the event, there is a difference between Issue Price and the price determined in accordance with SEBI (ICDR) Regulations, the Issue Price and/ or the number of Equity Shares to be allotted on exercise of the Warrants shall be subject to appropriate adjustments.

**RESOLVED FURTHER THAT** in accordance with the provision of Chapter V of the ICDR Regulations, the '**Relevant Date**' for the purpose of calculating the price for the Preferential Issue of Warrants be and is hereby fixed as Monday, November 14, 2022, being the date 30 days prior to the date of passing of the Special Resolution by the Members of the Company.

**RESOLVED FURTHER THAT** without prejudice to the generality of the above resolution, the issue of the Warrants and Equity Shares to be allotted on exercise of Warrants under the Preferential Allotment shall be subject to the following terms and conditions, apart from others as prescribed under applicable laws:

- a) The Warrant holder shall, subject to the SEBI (ICDR) Regulations and other applicable rules, regulations and laws, be entitled to apply for and be allotted one equity share against each Warrant.
- b) An amount equivalent to 25% of the Warrant Price against each Warrant shall be payable at the time of subscription and allotment of each Warrant and the balance 75% of the Warrant Price including any adjustments thereof, if any, shall be payable as per terms agreed with the Company.
- c) The Warrants shall be allotted in dematerialized form within a period of 15 days from the date of passing of the special resolution by the Members, provided that where the allotment of Warrants is subject to receipt any approval(s) or permission(s) from Applicable Regulatory Authority(ies) or Government of India, the allotment shall be completed within a period of 15 days from the date of receipt of last of such approval or permission.
- d) The Warrants and the Equity Shares allotted pursuant to exercise of such Warrants shall

be subject to lock-in for such period as specified in the provisions of Chapter V of the SEBI (ICDR) Regulations and be listed on the Stock Exchanges(s) subject to receipt of necessary permission(s), sanction(s) and approval(s).

- e) The price determined and the number of Equity Shares to be allotted on conversion of the Warrants shall be subject to appropriate adjustments as permitted under the rules, regulations and laws, as applicable from time to time.
- f) The warrant holders shall be entitled to all future corporate actions including but not limited to issue of bonus/rights, if any, and the Company shall reserve proportion of such entitlement for the warrant holders.
- g) The right attached to Warrants may be exercised by the Warrant holder, in one or more tranches, at any time on or before the expiry of 18 months from the date of allotment of the Warrants by issuing a written notice to the Company specifying the number of Warrants proposed to be converted along with the aggregate amount payable thereon. The Company shall accordingly, without any further approval from the Members, allot the corresponding number of Equity Shares in dematerialized form.
- h) The Equity Shares to be allotted on exercise of the Warrants shall be fully paid up and rank pari-passu with the existing Equity Shares of the Company in all respects (including with respect to dividend and voting powers) from the date of allotment thereof, and be subject to the requirements of all applicable laws and shall be subject to the provisions of the Memorandum and Articles of Association of the Company.
- i) In the event the warrant holder does not exercise the Warrants within 18 months from the date of allotment, the Warrants shall lapse and the amount paid at the time of subscription of the Warrants shall stand forfeited.
- j) The Warrants by itself until exercised and Equity Shares allotted, does not give to the warrant holder thereof any rights with respect to that of a shareholder of the Company.

**RESOLVED FURTHER THAT** pursuant to the provisions of the Act, the name(s) of the proposed allottee(s) be and is hereby recorded for the issuance of invitation to subscribe to the Warrants and a private placement offer letter in Form No. PAS-4 together with an application form issued to the proposed allottee inviting them to subscribe to the Warrants.

**RESOLVED FURTHER THAT** for the purpose of giving effect to this Resolution, the Board be and is hereby authorised to do all such acts, deeds, matters and things as it may, in its absolute discretion, deem necessary, desirable or expedient, including without limitation, issuing

clarifications, resolving all questions of doubt, effecting any modifications or changes to the foregoing (including modification(s) to the terms of the issue), entering into contracts, arrangements, agreements, documents (including for appointment of agencies, intermediaries and advisors for the Issue) and to authorize all such persons as may be necessary, in connection therewith and incidental thereto as the Board in its absolute discretion may deem appropriate, without being required to seek any fresh approval of the Members and to settle all questions, difficulties or doubts that may arise in regard to the offer, issue and allotment of the Warrants and listing thereof with the Stock Exchange as appropriate, take all other steps which may be incidental, consequential, relevant or ancillary in this connection and to effect any modification(s) to the foregoing and the decision of the Board shall be final and conclusive.

**RESOLVED FURTHER THAT** the Board be and is hereby authorised to delegate all or any of the powers herein conferred to any Committee of Directors or any other Director(s) or any other officer(s) of the Company to do all such acts, deeds, matters and things as also to execute such documents, writings, etc. as may be necessary to give effect to the aforesaid resolution.

**RESOLVED FURTHER THAT** the Board be and is hereby authorized to negotiate and decide terms and conditions of security, finalize and execute all deeds, documents and writings as may be necessary, desirable or expedient, settle any question, difficulty or doubt that may arise in this regard, do all such acts, deeds, matters and things, as it may, in its absolute discretion deem necessary, proper or desirable and to delegate all or any of these powers to Committee(s) of the Board or any other person.”

**Registered Office :**

602, Avior Nirmal Galaxy, Opp. Johnson & Johnson, LBS Road, Mulund West - 400080.

CIN: L74120MH2012PLC226823

E-mail: [compliance@vertoz.com](mailto:compliance@vertoz.com)

Website: [www.vertoz.com](http://www.vertoz.com)

Date: 14-11-2022

Place: Mumbai

**By order of the Board of Directors  
For VertoZ Advertising Limited**

Sd/-

Zill Shah

Company Secretary & Compliance Officer  
(Membership No: A51707)

**Notes:**

1. Considering the COVID-19 pandemic and in compliance with the provisions of the Ministry of Corporate Affairs (“MCA”) General Circular No. 20/2020 dated May 05, 2020 read together with MCA General Circular Nos. 02/2021, 19/2021, 21/2021 and 02/2022 dated January 13, 2021, December 08, 2021, December 14, 2021 and May 05, 2022 respectively, and Securities and Exchange Board of India (“SEBI”) Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated May 12, 2020 and SEBI/HO/CFD/CMD2/CIR/P/2021/11 dated January 15, 2021 and SEBI/HO/CFD/CMD2/CIR/P/2022/62 dated May 13, 2022 (hereinafter collectively referred to as “the Circulars”), the Company will be conducting this Annual General Meeting (“EGM” or “Meeting”) through Video Conferencing/Other Audio Visual Means (“VC” / “OAVM”) without the physical presence of stakeholders at a common venue.

KFin Technologies Limited, Registrar & Transfer Agent of the Company, (Formerly known as KFin Technologies Private Limited (“KFintech”) shall be providing facility for voting through remote E-Voting, for participation in the EGM through VC/ OAVM facility and E-Voting during the EGM. The procedure for participating in the Meeting through VC/OAVM is explained at Note No. 19 below.

2. In compliance with applicable provisions of the Act read with the MCA and SEBI Circulars and the Listing Regulations, the EGM of the Company is being conducted through VC/OAVM. In accordance with the Secretarial Standard on General Meetings (“SS-2”) issued by the Institute of Company Secretaries of India (“ICSI”) read with Clarification/Guidance on applicability of Secretarial Standards – 1 and 2 dated 15<sup>th</sup> April 2020 issued by the ICSI, the proceedings of the EGM shall be deemed to be conducted at the Registered Office of the Company which shall be the deemed venue of the EGM. Since the EGM will be held through VC/OAVM, the Route Map is not annexed to this Notice.
3. The Explanatory Statement pursuant to Section 102 of the Companies Act, 2013 setting out material facts in respect of the business under Item No.1 above is annexed hereto.
4. **PURSUANT TO THE PROVISIONS OF THE ACT, A MEMBER ENTITLED TO ATTEND AND VOTE AT THE EGM IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE ON HIS/HER BEHALF AND THE PROXY NEED NOT BE A MEMBER OF THE COMPANY. SINCE THIS EGM IS BEING HELD PURSUANT TO THE MCA AND SEBI CIRCULARS THROUGH VC/OAVM, THE REQUIREMENT OF PHYSICAL ATTENDANCE OF MEMBERS HAS BEEN DISPENSED WITH. ACCORDINGLY, IN TERMS OF THE MCA CIRCULARS, THE FACILITY FOR APPOINTMENT OF PROXIES BY THE MEMBERS WILL NOT BE AVAILABLE FOR THIS EGM AND HENCE THE PROXY FORM AND ATTENDANCE SLIP ARE NOT ANNEXED TO THIS NOTICE.**
5. Corporate/Institutional Members are entitled to appoint authorised representatives to attend the EGM through VC/OAVM on their behalf and cast their votes through remote e-

voting or at the EGM. Corporate/Institutional Members (i.e. other than individuals/HUF, NRI, etc.) are required to send a scanned copy of the Board Resolution/Authority Letter, etc., authorising their representative to attend the EGM through VC/OAVM on their behalf and to vote through remote e-voting or during the EGM.

The said Resolution/Authorization shall be sent to the Scrutinizer by email through its registered email address to [umashankar.hegde@gmail.com](mailto:umashankar.hegde@gmail.com) with a copy marked to [evoting@kfintech.com](mailto:evoting@kfintech.com) and to the Company at [compliance@vertoz.com](mailto:compliance@vertoz.com)

Members of the Company under the category of Institutional Shareholders are encouraged to attend and participate in the EGM through VC/OAVM and vote thereat.

6. In view of the massive outbreak of the COVID-19 pandemic, social distancing has to be a pre-requisite.

Pursuant to the above-mentioned MCA Circulars, **physical attendance of the Members is not required at the EGM, and attendance of the Members through VC/OAVM will be counted for the purpose of reckoning the quorum under Section 103 of the Act.**

7. The Company's Registrar and Transfer Agents for its Share Registry Work (Physical and Electronic) are M/s. KFin Technologies Limited ("Kfintech") having their office at Selenium Building, Tower B, Plot No. 31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally Mandal, Hyderabad – 500 032.

#### **8. ELECTRONIC DISPATCH OF NOTICE:**

In line with the MCA General Circular dated 5<sup>th</sup> May, 2020, 13<sup>th</sup> January 2021, December 08, 2021, December 14, 2021 and May 05, 2022 and SEBI Circular dated 12<sup>th</sup> May 2020, 15<sup>th</sup> January 2021 and May 13, 2022, the Notice of the EGM is being sent only through electronic mode to those Members whose email addresses are registered with the Company/KFintech/ Depositories. A copy of the Notice of this EGM is available on the website of the Company at [www.vertoz.com](http://www.vertoz.com), website of the Stock Exchange where the Equity Shares of the Company are listed, viz. the National Stock Exchange of India Limited at [www.nseindia.com](http://www.nseindia.com), and on the website of KFintech at <https://evoting.kfintech.com>. For any communication, the Members may also send a request to the Company's investor email id: [compliance@vertoz.com](mailto:compliance@vertoz.com). **The Company will not be dispatching physical copies of the Notice of EGM to any Member.**

#### **9. MEMBERS ARE REQUESTED TO:**

- a. intimate to KFintech, changes, if any, in their registered addresses/bank mandates at an early date, in case of shares held in physical form;

- b. intimate to the respective Depository Participant, changes, if any, in their registered addresses/bank mandates at an early date;
- c. quote their folio numbers/ Client ID and DP ID in all correspondence;
- d. consolidate their holdings into one folio in case they hold shares under multiple folios in the identical order of names; and
- e. register their Permanent Account Number (PAN) with their Depository Participants.

#### **10. TRANSFER OF SHARES PERMITTED IN DEMAT FORM ONLY**

As per Regulation 40 of the Listing Regulations, as amended, securities of listed companies can be transferred only in dematerialised form with effect from 1<sup>st</sup> April 2019 except in case of request received for transmission or transposition of Securities.

In view of the above and to eliminate all risk associated with physical shares and for ease of portfolio management, Members holding Shares in physical form are requested to consider converting their holdings to dematerialised form. Members are accordingly requested to get in touch with any Depository Participant having registration with SEBI to open a Demat account or alternatively, contact the nearest branch of KFintech to seek guidance with respect to the demat procedure. Members may also visit the website of depositories viz. National Securities Depository Limited: <https://nsdl.co.in/faqs/faq.php> or Central Depository Services (India) Limited: <https://www.cdslindia.com/investors/open-demat.html> for further understanding of the demat procedure.

#### **11. NOMINATION:**

Members can avail of the facility of nomination in respect of Shares held by them in physical form pursuant to the provisions of Section 72 of the Companies Act, 2013 read with Rule 19(1) of the Companies (Share Capital and Debentures) Rules, 2014. Members desiring to avail of this facility may send their nomination in the prescribed Form No. SH-13 duly filled in to KFintech having their office at Selenium, Tower B, Plot No. 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally Mandal, Hyderabad – 500 032 or send an email at: [einward.ris@kfintech.com](mailto:einward.ris@kfintech.com). Members holding Shares in electronic form may contact their respective Depository Participants for availing this facility. If a Member desires to cancel the earlier nomination and record fresh nomination, he/she may submit the same in Form No. SH-14.



**12. UPDATION OF MEMBERS' DETAILS:**

The format of the Register of Members prescribed by the Ministry of Corporate Affairs under the Companies Act, 2013 requires the Company/Registrar and Transfer Agents to record additional details of Members, including their PAN details, e-mail address, etc. A form for compiling additional details is available on the KFin Tech's website at the web-link: [https://ris.kfintech.com/email\\_registration/](https://ris.kfintech.com/email_registration/).

Members holding Shares in physical form are requested to submit the form duly completed to the Company or its Registrar and Transfer Agents in physical mode, as per instructions mentioned in the form. Members holding Shares in electronic form are requested to submit the details to their respective Depository Participants.

**13. UPDATION OF PERMANENT ACCOUNT NUMBER (PAN)/BANK ACCOUNT DETAILS OF MEMBERS:**

SEBI vide its Circular No. SEBI/HO/MIRSD/DOP1/CIR/P/2018/73 dated 20<sup>th</sup> April, 2018 has mandated registration of PAN and Bank Account details for all security holders. Members are requested to submit the aforesaid information to their respective Depository Participant(s).

14. Members seeking any information with regard to the Accounts or any matter to be placed at the EGM, are requested to write to the Company on or before 12<sup>th</sup> day of December 2022, through email on [compliance@vertoz.com](mailto:compliance@vertoz.com). The same will be replied by the Company suitably.

**15. PROCEDURE FOR INSPECTION OF DOCUMENTS:**

The Register of Directors and Key Managerial Personnel and their shareholding maintained under Section 170 of Companies Act, 2013 and relevant documents referred to in this Notice of EGM and Explanatory Statement, will be available electronically for inspection by the Members during the EGM. All documents referred to in the Notice will also be available for electronic inspection without any fee by the Members from the date of circulation of this Notice up to the date of EGM, i.e. 14<sup>th</sup> December, 2022. Members seeking to inspect such documents can send an email to Company's investor email id: [compliance@vertoz.com](mailto:compliance@vertoz.com).

16. Members are requested to support the Green Initiative by registering/ updating their e-mail addresses, with the Depository Participant.

**17. PROCEDURE FOR REGISTERING THE EMAIL ADDRESSES TO RECEIVE THIS NOTICE ELECTRONICALLY AND CAST VOTES ELECTRONICALLY:**

- I. Those Members who have not yet registered their email addresses are requested to get their email addresses registered by following the procedure given below:
  - a. Members holding shares in demat form can get their email ID registered by contacting their respective Depository Participant.
  - b. Members holding shares in physical form may register their email address and mobile number with the Company's Registrar and Transfer Agents, KFin Technologies Private Limited by sending an email request at the email ID: [inward.ris@kfintech.com](mailto:inward.ris@kfintech.com) along with the copy of the signed request letter mentioning the Name, Address, Folio No., Email address and Mobile number of the Member, self-attested scanned copy of the PAN Card and self-attested scanned copy of any document (such as Driving License, Election Identity Card, Passport, etc.) in support of the address of the Member.
- II. To facilitate Members to receive this Notice electronically and cast their vote electronically, the Company has made special arrangements with Kfintech for temporary registration of email addresses of the Members in terms of the MCA Circulars.

**Process to be followed for Temporary Registration of E-mail Address:**

- A. the process for registration of email address with kFintech for receiving the Notice of EGM and login ID and password for e-voting is as under:
  - i. Visit the link: <https://ris.kfintech.com/clientservices/mobilereg/mobileemailreg.aspx>
  - ii. Select the name of the Company viz. VertoZ Advertising Limited and follow the steps for registration of email address.
- B. the process for registration of email address with the company for receiving the Notice of EGM and login ID and password for e-voting is as under:

Members are requested to visit the website of the Company [www.vertoz.com](http://www.vertoz.com) and click on "click here for temporary registration of email-id of Members for EGM 2022-2023" and follow the registration process as mentioned on the landing page.

- III. After successful submission of the email address, KFinTech will email a copy of this EGM Notice along with the e-voting user ID and password. In case of any queries, Members are requested to write to kFintech at [evoting@kfintech.com](mailto:evoting@kfintech.com).
- IV. Those Members who have already registered their email addresses are requested to keep their email addresses validated/updated with their DPs/KFintech to enable servicing of

notices/documents/Annual Reports and other communications electronically to their email address in future.

**18. INSTRUCTIONS FOR MEMBERS FOR ATTENDING THE EGM THROUGH VC/OAVM:**

- i. ATTENDING THE EGM: Members will be provided with a facility to attend the EGM through video conferencing platform provided by KFinTech. Members are requested to login at <https://evoting.karvy.com> by clicking “e-EGM - Video Conference & Streaming” and access the Shareholders’/ Members’ login by using the remote e-voting credentials provided in the email received from KFinTech. After logging in, click on the Video Conference tab and select the EVEN of the Company. Click on the video symbol and accept the Meeting etiquettes to join the Meeting.
- ii. Please note that Members who do not have the User ID and Password for e-voting or have forgotten the User ID and Password may retrieve the same by following the instructions provided in Note No. 20.
- iii. Members may join the Meeting through Laptops, Smartphones and Tablets for better experience. Further, Members will be required to use Internet with a good speed to avoid any disturbance during the Meeting. Members will need the latest version of Chrome, Safari, Internet Explorer 11, MS Edge or Firefox. Please note that participants connecting from Mobile Devices or Tablets or through Laptops connecting via mobile hotspot may experience Audio/Video loss due to fluctuation in their respective network. It is therefore recommended to use stable Wi-Fi or LAN connection to mitigate any glitches. Members are encouraged to join the Meeting through Laptops with latest version of Google Chrome for better experience.
- iv. Members can join the EGM in the VC/OAVM mode 15 minutes before the scheduled time of the commencement of the Meeting by following the procedure mentioned at Note No. 19 (i) above in the Notice, and this mode will be available throughout the proceedings of the EGM. The facility of participation at the EGM through VC/OAVM will be made available to atleast 1,000 Members on a first come first served basis as per the MCA Circulars.
- v. In case of any query and/or help, in respect of attending the EGM through VC/OAVM mode, Members may refer the Help & Frequently Asked questions (“FAQs”) and “EGM VC/OAVM” user manual available at the download Section of <https://evoting.kfintech.com> or contact at [compliance@vertoz.com](mailto:compliance@vertoz.com), or Mr. Raghunath Veeda, Deputy Manager – Corporate Registry, KFin Technologies Private Limited at Selenium, Tower B, Plot No. 31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally Mandal, Hyderabad, Telangana – 500 032 or at the email ID: [evoting@kfintech.com](mailto:evoting@kfintech.com) or on Phone No.: 040-6716 2222 or call Toll Free No.: 1800-345-

4001 for any further clarifications.

## **19. PROCEDURE FOR REMOTE VOTING**

In compliance with the provisions of Section 108 of the Act read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended and the provisions of Regulation 44 of the Listing Regulations, Members are provided with the facility to cast their vote electronically, through the e-voting services provided by KFintech on all Resolutions set forth in this Notice, through remote e-voting. It is hereby clarified that it is not mandatory for a Member to vote using the remote e-voting facility.

**The remote e-voting facility will be available during the following period:**

Day, date and time of commencement of remote e-voting	From:	<b>Sunday, 11<sup>th</sup> December 2022 at 9.00 a.m. (IST)</b>
Day, date and time of end of remote e-voting beyond which remote e-voting will not be allowed	To:	<b>Tuesday, 13<sup>th</sup> December 2022 at 5.00 p.m. (IST)</b>

The remote e-voting will not be allowed beyond the aforesaid date and time and the e-voting module shall be disabled by KFintech upon expiry of the aforesaid period.

The remote e-voting module shall be disabled for voting thereafter. Once the vote on a resolution(s) is cast by the Member, the Member shall not be allowed to change it subsequently.

The process and manner for remote e-voting are explained below:

### **Step 1: Access to NSDL/CDSL e-Voting System**

#### **I. Login method for e-voting for Individual Shareholders holding Shares of the Company in demat mode:**

In terms of SEBI Circular No. SEBI/HO/CFD/CMD/CIR/P/2020/242 dated 9<sup>th</sup> December, 2020 on e-voting facility provided by Listed Entities, Individual Shareholders holding shares of the Company in demat mode can cast their vote, by way of a single login credential, through their demat accounts/websites of Depositories and Depository Participants. Shareholders are advised to update their mobile number and e-mail address in their demat accounts in order to access e-voting facility. The procedure to login and access remote e-voting, as devised by the Depositories/Depository Participant(s), is given below:

**A. Login Method for Individual Shareholders holding Shares of the Company in Demat mode through National Securities Depository Limited (“NSDL”) and Central Depository Services (India) Limited (“CDSL”):**

Sr. No.	NSDL	CDSL
1.	<p><b>Users already registered for IDeAS e-Services facility of NSDL may follow the following procedure:</b></p> <p>i. Visit URL: <a href="https://eservices.nsdl.com">https://eservices.nsdl.com</a></p> <p>ii. Click on the “Beneficial Owner” icon under “IDeAS” section.</p> <p>iii. On the new page, enter your User ID and Password. Post successful authentication, click on “<b>Access to e-Voting</b>”</p> <p>iv. Click on Company Name: <b>Vertoz Advertising Limited</b> or <b>E-Voting Service Provider</b> and you will be re-directed to E-Voting Service Provider (“<b>KFintech</b>”) website for casting your vote during the remote e-Voting period.</p>	<p><b>Users already registered for Easi/Easiest facility of CDSL may follow the following procedure:</b></p> <p>i. Visit URL: <a href="https://web.cdslindia.com/myeasi/home/login">https://web.cdslindia.com/myeasi/home/login</a> or URL: <a href="http://www.cdslindia.com">www.cdslindia.com</a></p> <p>ii. Click on “<b>New System Myeasi</b>” icon</p> <p>iii. Login with your Registered User ID and Password.</p> <p>iv. Option will be made available to reach e-Voting page without any further authentication.</p> <p>v. You will see the e-Voting Menu. The Menu will have links of E-voting Service Provider i.e. Kfintech e-Voting portal where the e-voting is in progress.</p> <p>vi. Click on e-Voting service provider – KFintech to cast your vote.</p>
2	<p><b>Users not registered for IDeAS e-Services facility of NSDL may follow the following procedure:</b></p> <p>i. To register click on link: <a href="https://eservices.nsdl.com">https://eservices.nsdl.com</a></p> <p>ii. Select “Register Online for IDeAS” or click on the link: <a href="https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp">https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp</a></p> <p>iii. Proceed with completing the required fields.</p> <p>iv. After successful registration, please follow steps given in Point No. 1 above to cast your vote.</p>	<p><b>Users not registered for Easi/Easiest facility of CDSL may follow the following procedure:</b></p> <p>i. Option to register is available at <a href="https://web.cdslindia.com/myeasi/Registration/EasiRegistration">https://web.cdslindia.com/myeasi/Registration/EasiRegistration</a></p> <p>ii. Proceed with completing the required fields.</p> <p>iii. After successful registration, please follow steps given in Point No. 1 above to cast your vote.</p>
3	<p><b>Users may directly access the e-Voting module of NSDL as per the following procedure:</b></p> <p>i. Visit URL: <a href="https://www.evoting.nsdl.com">https://www.evoting.nsdl.com</a></p> <p>ii. Click on the “Login” icon which is</p>	<p><b>Users may directly access the e-Voting module of CDSL as per the following procedure:</b></p> <p>i. Visit URL: <a href="http://www.cdslindia.com">www.cdslindia.com</a></p> <p>ii. Provide your Demat Account Number and PAN.</p>

	<p>available under “Shareholder/Member” section.</p> <p>iii. On the login page, enter User ID (i.e., your sixteen digit number held with NSDL, starting with IN), Login Type, i.e., through typing Password (in case you are registered on NSDL’s e-voting platform)/through generation of OTP (in case your mobile/e-mail address is registered in your demat account) and Verification Code as shown on the screen.</p> <p>iv. Post successful authentication, you will be requested to select Name of the Company: <b>Vertoz Advertising Limited</b> or the E-Voting Service Provider, i.e. Kfintech.</p> <p>v. On successful selection, you will be redirected to the e-Voting page of Kfintech to cast your vote without any further authentication.</p>	<p>iii. System will authenticate user by sending OTP on registered Mobile &amp; Email as recorded in the Demat Account. iv. On successful authentication, you will enter the e-voting module of CDSL. Click on the e-Voting link available against <b>Vertoz Advertising Limited</b> or select E-Voting Service Provider “Kfintech” and you will be re-directed to the e-Voting page of Kfintech to cast your vote without any further authentication.</p>
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**B. Login Method for Individual Members holding Shares of the Company in Demat mode through their Depository Participants:**

You can also login using the login credentials of your Demat account through your Depository Participant registered with NSDL/ CDSL for e-Voting facility. Once you login, you will be able to see e-Voting option. Click on e-Voting option and you will be redirected to NSDL/CDSL Depository website after successful authentication, wherein you can see e-voting feature. Click on options available against the Company’s Name: Vertoz Advertising Limited or E-Voting Service Provider – Kfintech and you will be redirected to e-Voting website of Kfintech for casting your vote during the remote e-Voting period without any further authentication.

**Important Note:** Members who are unable to retrieve User ID / Password are advised to use Forgot user ID and Forgot Password option available at the NSDL and CDSL websites.

**Helpdesk for Individual Shareholders holding Shares of the Company in demat mode for any technical issues related to login through Depository i.e. NSDL and CDSL:**

Type	Helpdesk details
Securities held with NSDL	Please contact NSDL helpdesk by sending a request at <a href="mailto:evoting@nsdl.co.in">evoting@nsdl.co.in</a> or call at Toll free no.: 1800 1020 990 and 1800 22 44 30
Securities held with CDSL	Please contact CDSL helpdesk by sending a request at <a href="mailto:helpdesk.evoting@cdslindia.com">helpdesk.evoting@cdslindia.com</a> or contact at 022- 23058738 or 022-23058542-43

## **II. Login method for e-Voting for Shareholders other than Individual Shareholders holding Shares of the Company in demat mode and Shareholders holding Shares in physical mode**

A. Members whose email IDs are registered with the Company/ Depository Participants, will receive an email from KFintech which includes details of E-Voting Event Number (EVEN), USER ID and password:

- i. Launch internet browser by typing the URL: <https://evoting.kfintech.com>
- ii. Enter the login credentials (i.e. User ID and password). User ID will be your DP ID and Client ID. However, if you are already registered with KFintech for e-voting, you can use your existing User ID and password for casting your vote.
- iii. After entering these details appropriately, click on “LOGIN”.
- iv. You will now reach password change Menu wherein you are required to mandatorily change your password. The new password shall comprise minimum 8 characters with at least one upper case (A-Z), one lower case (a-z), one numeric (0-9) and a special character (@,#,\$,etc.). The system will prompt you to change your password and update your contact details like mobile number, email ID, etc., on first login. You may also enter a secret question and answer of your choice to retrieve your password in case you forget it. It is strongly recommended that you do not share your password with any other person and that you take utmost care to keep your password confidential.
- v. You need to login again with the new credentials.
- vi. On successful login, the system will prompt you to select the EVEN for Vertoz Advertising Limited - EGM.
- vii. On the voting page, enter the number of shares (which represents the number of votes) as

on the cut-off date i.e. Wednesday, 7<sup>th</sup> December, 2022 under “FOR/ AGAINST” or alternatively, you may partially enter any number in “FOR” and partially in “AGAINST” but the total number in “FOR/ AGAINST” taken together should not exceed your total Shareholding as on the cut-off date.

Pursuant to Clause 16.5.3(e) of Secretarial Standard on General Meetings ("SS-2") issued by the Council of the Institute of Company Secretaries of India and approved by the Central Government, in case a Member abstains from voting on a Resolution i.e., the Member neither assents nor dissents to the Resolution, then his/her/ its vote will be treated as an invalid vote with respect to that Resolution.

- viii. Members holding multiple folios/demat accounts shall choose the voting process separately for each folio/demat account.
  - ix. Voting has to be done for each item of the Notice separately. In case you do not desire to cast your vote on any specific item, it will be treated as abstained.
  - x. You may then cast your vote by selecting an appropriate option and click on “Submit”.
  - xi. A confirmation box will be displayed. Click “OK” to confirm else “CANCEL” to modify. Once you confirm, you will not be allowed to modify your vote. During the voting period, Members can login any number of times till they have voted on the Resolution(s).
  - xii. Corporate/Institutional Members (i.e. other than Individuals, HUF, NRIs, etc.) are required to send scanned certified true copy (PDF Format) of the Board Resolution/Authority Letter, etc., together with attested specimen signature(s) of the duly authorized representative(s), to the Scrutinizer at e-mail ID: [umashankar.hegde@gmail.com](mailto:umashankar.hegde@gmail.com) with a copy to [evoting@kfintech.com](mailto:evoting@kfintech.com) and to the Company at [compliance@vertoz.com](mailto:compliance@vertoz.com). They may also upload the same in the e-voting module in their login. The scanned image of the above-mentioned documents should be in the naming format “Corporate Name\_EVENT NO”. It should reach the Scrutinizer and the Company by email not later than Tuesday, 13<sup>th</sup> December, 2022 (5:00 p.m. IST). In case if the authorized representative attends the Meeting, the above-mentioned documents shall be submitted before the commencement of EGM.
- B. In case e-mail ID of a Member is not registered with the Company/ Depository Participant(s), then such Member is requested to register/update their e-mail addresses with the Depository Participant(s) in case of shares held in Dematerialised form) and inform KFintech at the email id: [evoting@kfintech.com](mailto:evoting@kfintech.com) (in case of Shares held in physical form):
- i. Upon registration, Member will receive an e-mail from KFintech which includes details of E-



Voting Event Number (EVEN), USER ID and password.

- ii. Please follow all steps from Note. No. II A (i) to (xii) above to cast your vote by electronic means.

Members can also update their mobile number and e-mail address in the “user profile details” in their e-voting login on <https://evoting.kfintech.com> which may be used for sending further communication(s).

## **20. VOTING DURING THE EGM:**

- i. The procedure for remote e-voting during the EGM is same as the instructions mentioned for remote e-voting since the Meeting is being held through VC/OAVM.
- ii. The e-voting window shall be activated upon instructions of the Chairman of the Meeting during the EGM. Upon clicking the e-voting window, Members will be directed to the “Instapoll” page. An icon, “Vote”, will be available at the bottom left on the Meeting Screen.
- iii. E-voting during the EGM is integrated with the VC platform and no separate login is required for the same. The Members shall be guided on the process during the EGM.
- iv. Only those Members/Shareholders, who will be present in the EGM through VC/OAVM facility and have not cast their vote on the Resolutions through remote e-voting and are otherwise not barred from doing so, shall be eligible to vote through e-voting system in the EGM.
- v. Members who have cast their vote by remote e-voting prior to the EGM will also be eligible to participate at the EGM but shall not be entitled to cast their vote again.

## **21. GENERALINSTRUCTIONS/INFORMATION FOR MEMBERS FOR VOTING ON THE RESOLUTIONS:**

- i. A Member can opt for only a single mode of voting i.e. through remote e-voting or e-voting at the EGM.
- ii. The voting rights of Members shall be in proportion to the paid-up value of their Shares in the Equity Share Capital of the Company as on the cut-off date i.e. **Wednesday, 7<sup>th</sup> December, 2022**. Members are eligible to cast their vote either through remote e-voting or in the EGM only if they are holding Shares as on that date. A person who is not a Member as on the cut-off date is requested to treat this Notice for information purposes only.

iii. In case a person has become a Member of the Company after dispatch of EGM Notice but on or before the cut-off date for E-Voting, i.e. Tuesday, 7<sup>th</sup> December, 2022, he/she/it may obtain the User ID and Password in the manner as mentioned below:

a. If the **mobile number** of the Member is **registered** against Folio No./ DP ID Client ID, the Member may send SMS:

MYEPWD <space> e-votingEvent Number + Folio No. or DP ID Client ID to **+91-9212993399**

**1. Example for NSDL:**

MYEPWD<SPACE >IN12345612345678

**2. Example for CDSL:**

MYEPWD<SPACE>1402345612345678

**3. Example for Physical:**

**MYEPWD <SPACE> XXXX123456789**

b. If **e-mail address or mobile number** of the Member is **registered** against Folio No./ DP ID Client ID, then on the home page of <https://evoting.kfintech.com> the Member may click “**Forgot Password**” and enter Folio No. or DP ID Client ID and PAN to generate a password.

c. Members who may require any technical assistance or support before or during the EGM are requested to contact KFintech at Toll free number 1800-309-4001 or write to them at [evoting@kfintech.com](mailto:evoting@kfintech.com).

d. Member may send an e-mail request to [evoting@kfintech.com](mailto:evoting@kfintech.com). However, KFintech shall endeavor to send User ID and Password to those new Members whose e-mail IDs are available.

iv. In case of any query pertaining to e-voting, please visit Help & FAQs section and E-voting User Manual available at the download section of KFintech’s website <https://evoting.kfintech.com> or contact at [compliance@vertoz.com](mailto:compliance@vertoz.com) or at [evoting@kfintech.com](mailto:evoting@kfintech.com) or on Phone No. +91 40 6716 2222 or call KFintech’s Toll Free No. 1800-345-4001, for any further clarifications.

**22. SCRUTINIZER FOR E-VOTING AND DECLARATION OF RESULTS:**

Mr. Umashankar Hegde (ACS 22133, COP 11161) Proprietor of M/s. U. Hegde & Associates, Company Secretaries, have been appointed as Scrutinizer to scrutinize the e-voting process in a fair and transparent manner.

The Scrutinizer will, after the conclusion of the e-voting at the Meeting, scrutinize the votes cast at the Meeting and votes cast through remote e-voting, make a consolidated Scrutinizer’s

Report and submit the same to the Chairman of the Company or any other person of the Company authorised by the Chairman, who shall countersign the same. The Results shall be declared not later than forty-eight hours from conclusion of the Meeting.

The Results declared along with the consolidated Scrutinizer's Report shall be hosted on the website of the Company at [www.vertoz.com](http://www.vertoz.com) and on the website of KFinTech at <https://evoting.kfintech.com> immediately after the Results are declared and will simultaneously be forwarded to the National Stock Exchange of India Limited, where Equity Shares of the Company are listed.

The Resolutions shall be deemed to be passed on the date of the Meeting, i.e. Wednesday, 14<sup>th</sup> December 2022, subject to receipt of the requisite number of votes in favour of the Resolutions.

### **23. SUBMISSION OF QUESTIONS/QUERIES PRIOR TO EGM:**

- a. Members desiring any additional information or having any question or query pertaining to the business to be transacted at the EGM are requested to write from their registered e-mail address, mentioning their name, DP ID and Client ID number/folio number and mobile number to the Company's investor email-id i.e. [compliance@vertoz.com](mailto:compliance@vertoz.com) from Sunday, 11<sup>th</sup> December, 2022 (9:00 a.m. IST) upto Tuesday, 13<sup>th</sup> December, 2022 (5:00 p.m. IST), so as to enable the Management to keep the information ready. The queries may be raised precisely and in brief to enable the Company to answer the same suitably depending on the availability of time at the EGM.
- b. Alternatively, Members holding Shares as on the cut-off date may also visit <https://evoting.kfintech.com> and click on the tab "Post Your Queries Here" to post their queries/views/questions in the window provided, by mentioning their name, demat account number/folio number, email ID and mobile number. The window shall be activated during the remote e-voting period from Sunday, 11<sup>th</sup> December, 2022 (9:00 a.m. IST) upto Tuesday, 13<sup>th</sup> December, 2022 (5:00 p.m. IST).
- c. Members can also post their questions during EGM through the "Ask A question" tab, which is available in the VC/OAVM Facility.

The Company will, at the EGM, endeavour to address the queries received till 5.00 p.m. (IST) on Tuesday, 13<sup>th</sup> December 2022, from those Members who have sent queries from their registered email IDs. Please note that Members' questions will be answered only if they continue to hold shares as on the cut-off date.

### **24. SPEAKER REGISTRATION BEFORE EGM:**

Members of the Company, holding Shares as on the cut-off date i.e. Wednesday, 7<sup>th</sup> December, 2022 and who would like to speak or express their views or ask questions during the EGM may register as speakers by visiting <https://emeetings.kfintech.com> and

clicking on "Speaker Registration" during the period from Sunday, 11<sup>th</sup> December, 2022 (9:00 a.m. IST) upto Tuesday, 13<sup>th</sup> December, 2022 (5:00 p.m. IST). Those Members who have registered themselves as a speaker will only be allowed to speak/express their views/ask questions during the EGM. The Company reserves the right to restrict the number of speakers depending on the availability of time at the EGM.

**Registered Office:**

602, Avior Nirmal Galaxy, Opp. Johnson & Johnson, LBS Road, Mulund West - 400080.

CIN: L74120MH2012PLC226823

E-mail: [compliance@vertoz.com](mailto:compliance@vertoz.com)

Website: [www.vertoz.com](http://www.vertoz.com)

Date: 14-11-2022

Place: Mumbai

**By order of the Board of Directors**

**For VertoZ Advertising Limited**

Sd/-

Zill Shah

Company Secretary & Compliance Officer

(Membership No: A51707)

**EXPLANATORY STATEMENT PURSUANT TO SECTION 102 AND SECTION 110 OF THE COMPANIES ACT, 2013**

The following sets out all material facts relating to item under Special Business mentioned in the accompanying Notice for convening the Extra-Ordinary General Meeting of the Company:

The Company is on a growth trajectory and a fresh investment in the Company will further help in evolution and expansion of its business. The infusion will also strengthen the Company's balance sheet and reduce finance cost for the Company. In order to achieve the above objective and strengthen its financial position, various measures are required to be taken to enhance financial resources, including the long-term working capital. The Board has explored various options and proposed to raise fund by way of issue of warrants convertible into equity shares on preferential basis.

In accordance with the above, the Board of Directors of the Company at their meeting held on Monday, November 14, 2022, approved the issue upto 65,85,000 fully convertible into equivalent number of Equity Shares of the Company ('Warrants'), in one or more tranches, by way of preferential issue, for cash, at a issue price of **122.93 (Rupees One Hundred Twenty Two and Ninety Three Paise only) ("Warrant Issue Price")** including premium of **INR 112.93/- (Rupees One Hundred Twelve and Ninety Three Paise only)** as determined by the Board in its absolute discretion and in accordance with the pricing guidelines prescribed under Regulation 165 of Chapter V of the SEBI ICDR Regulations ("Warrant Issue Price") for an aggregate amount not exceeding **INR 80,94,94,050/- (Rupees Eighty Crores Ninety Four Lakhs Ninety Four Thousand and Fifty Rupees only)**.

In accordance with Sections 42 and 62 and other applicable provisions, if any, of the Companies Act, 2013 (the 'Act') and the rules made thereunder (including any statutory modification(s) or re-enactment(s) thereof for the time being in force) and in accordance with the SEBI (ICDR) Regulations and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the 'SEBI (LODR) Regulations'), as amended from time to time, approval of the Members of the Company by way of special resolution is required to issue the Warrants on preferential basis.

Necessary information or details as required in respect of the proposed issue of Equity Warrants in terms of applicable provisions of the Companies Act, 2013 read with related Rules thereto and SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 are as under:

**1. The date of Passing Board Resolution for approving Preferential Issue:**

Monday, November 14, 2022.

2. **Maximum number of securities offered and the price at which security is being offered:**

Up to 65,85,000 Warrants, convertible into 65,85,000 equity shares of face value of Rs. 10/- each, to be issued at a minimum issue price of INR 122.93/- per Share Warrant (including premium of INR 112.93/-) ("Minimum Issue Price").

3. **Basis or justification for the price (including premium, if any) at which the offer or invitation is being made:**

The per share warrant price is determined on the basis of the pricing certificate received from M/s Bhavesh Rathod & Co., Practicing Chartered Accountant, in accordance with the provisions of Chapter V of SEBI (ICDR) Regulations, 2018.

4. **Name and address of Valuer who performed valuation:**

Mr. Bhavesh M. Rathod (Registered Valuer)  
12D, White Spring, A wing, Rivali Park Complex,  
Western Express Highway, Borivali East, Mumbai 400066  
Email: info.cabhavesh@gmail.com  
Mobile: +91 97691 13490

5. **Amount which the Company intends to raise by way of issue of Warrants:**

The proposed Preferential Issue of Warrants shall be an aggregate amount of minimum **INR 80,94,94,050/- (Rupees Eighty Crores Ninety Four Lakhs Ninety Four Thousand and Fifty Rupees only)** (assuming exercise of rights attached to all Warrants).

6. **Material terms of raising such warrants:**

As mentioned in the proposed resolution.

7. **The proposed time within which the issue or allotment shall be completed:**

As required under the SEBI (ICDR) Regulations, Equity Warrants shall be issued and allotted by the Company within a period of Fifteen (15) days from the date of passing of this resolution provided that where the issue and allotment of the said Equity Warrants is pending on account of pendency of any approval for such issue and allotment by any regulatory authority or the Central Government, the issue and allotment shall be completed within a period of Fifteen (15) days from the date receipt of last of such approvals.

8. The Class or classes of persons/names of the proposed allottee(s) to whom the allotment is made and the percentage of post preferential offer capital that may be held by them:

The Equity Shares being offered to the following: -

Sr. No.	Name of the Investor	No. of Share Warrants	Percentage of capital held before the preferential issue by the allottee	Current status of the Allottee pre-preferential issue	Percentage of post preferential offer capital that may be held by the allottee*	Proposed Status of the Allottee post-preferential issue
1.	Nexpact Limited	9,00,000	0.00%	NA	4.85%	Non-Promoter Public Category
2.	AG Dynamic Fund Limited	9,00,000	0.00%	NA	4.85%	Non-Promoter Public Category
3.	Saint Capital	18,00,000	0.00%	NA	9.7%	Non-Promoter Public Category
4.	Lalitaben Rupareliya	6,00,000	0.00%	NA	3.23%	Non-Promoter Public Category
5.	Kurjibhai Rupareliya	6,00,000	0.00%	NA	3.23%	Non-Promoter Public Category
6.	Prachi Rupareliya	6,00,000	0.00%	NA	3.23%	Non-Promoter Public Category
7.	Shankar Sharma	4,00,000	0.00%	NA	2.16%	Non-Promoter Public Category
8.	Harshaben Tejasbhai Joshi	2,00,000	0.00%	NA	1.08%	Non-Promoter

						Public Category
<b>9.</b>	Hirenkumar Rasiklal Shah	2,92,500	25.66%	Promoter	18.13%	Promoter
<b>10.</b>	Ashish Rasiklal Shah	2,92,500	25.66%	Promoter	18.13%	Promoter

*\*Note: Based on assumption, the investor shall fully subscribe to the offer.*

**9. The percentage of post preferential issue capital that may be held by allottee and change in control, if any, in the issuer consequent to the preferential issue:**

Please refer the above table for details of post preferential issue capital. However, there is no change in control in the Company.

**10. The number of persons to whom allotment on preferential basis have already been made during the year, in terms of number of securities as well as price:**

NIL

**11. Objects of the preferential issue:**

The Company is on a growth trajectory and a fresh investment in the Company will further help in evolution and expansion of its business. The infusion will also strengthen the Company's balance sheet and reduce finance cost for the Company. In order to achieve the above objective and strengthen its financial position, various measures are required to be taken to enhance financial resources, including the long-term working capital. The Board has explored various options and proposed to raise fund by way of issue of warrants convertible into equity shares on preferential basis.

**12. Proposal / Intention of Promoters, Directors or Key Managerial Personnel(s) to subscribe the offer:**

No Promoter, Director(s) or Key Managerial Personnel(s) are intending to subscribe to this offer except the following:

1. Hirenkumar Rasiklal Shah - Promoter
2. Ashish Rasiklal Shah - Promoter



**13. Shareholding pattern of the Company before and after the preferential issue:**

Sr. No.	Category	Pre-Issue		Post Issue	
		No. of shares held	% of shareholding	No. of shares held#	% of shareholding
<b>A</b>	<b>Promoters' Holding</b>				
1.	Indian:				
	Individuals	67,42,148	56.33	73,27,148	39.49
	Bodies Corporate	-	-	-	
	<b>Sub Total</b>	67,42,148	56.33	73,27,148	39.49
2.	Foreign Promoters	-	-	-	
	<b>Sub Total (A)</b>	<b>67,42,148</b>	<b>56.33</b>	<b>73,27,148</b>	<b>39.49</b>
<b>B</b>	<b>Non-Promoters' Holding</b>				
1.	Institutional Investors	40	0.00	36,00,040	19.40
2.	Non-Institutions:	-	-	-	-
3.	Private Corporate Bodies	-	-	-	-
4.	Directors and Relatives (excluding Independent Directors and Nominee Directors)	59,852	0.50	59,852	0.32
5.	Indian Public	42,26,193	35.31	64,26,193	34.63
6.	Others (Including NRIs, Bodies Corporate, Clearing Members)	9,41,767	7.86	13,41,767	7.23
	<b>Sub-Total (B)</b>	<b>52,27,852</b>	<b>43.67</b>	<b>1,12,27,852</b>	<b>60.51</b>
	<b>TOTAL (A+B)</b>	<b>1,19,70,000</b>	<b>100</b>	<b>1,85,55,000</b>	<b>100</b>

**Notes:**

**a.** The above Shareholding pattern assumes allotment of 65,85,000 equity shares to be issued and allotted upon exercise of right attached to all the Warrants. In the event, right for allotment of Share against all or any of the Warrant(s) are not exercised, the Shareholding

Pattern shall change correspondingly.

# assuming full conversion of warrants.

b. Pre issue shareholding reflects shareholding of the Company as on 30<sup>th</sup> September 2022. Post issue holding of all the other shareholders is assumed to remain the same.

**14. Principle terms of assets charged as securities:**

Not Applicable

**15. Adjustments for Warrants:**

In the event, the Issue Price is less than the price determined in accordance with SEBI (ICDR) Regulations, the Issue Price and the number of Equity Shares to be allotted on exercise of the Warrant shall be subject to appropriate adjustments, as permitted under applicable rules, regulations and laws as applicable from time to time.

**16. Identity of proposed allottee(s) (including the natural persons who are the ultimate beneficial owners of the shares proposed to be allotted and/or who ultimately control the proposed allottees, the percentage of post preferential issue capital that may be held by them and change in control, if any, in the issuer consequent to the preferential issue:**

Sr. No.	Name of the Investor	Beneficial Owner	Percentage of post preferential offer capital that may be held by the allottee*
1.	Nexpact Limited	Saleem Aziz Habib Balushi	4.85%
2.	AG Dynamic Funds Ltd	Pal Boskma	4.85%
3.	Saint Capital Fund	Mayank Agrawal	9.7%
4.	Lalitaben Rupareliya	NA	3.23%
5.	Kurjibhai Rupareliya	NA	3.23%
6.	Prachi Rupareliya	NA	3.23%
7.	Shankar Sharma	NA	2.16%
8.	Harshaben Tejasbhai Joshi	NA	1.08%
9.	Hirenkumar Rasiklal Shah	NA	18.13%
10.	Ashish Rasiklal Shah	NA	18.13%

*\*Note: Based on assumption, the investor shall fully subscribe to the offer.*

**16. Identity of the natural persons who are the ultimate beneficial owners of the shares proposed to be allotted and/or who ultimately control the proposed allottees:**

Please refer the above table for details for details of ultimate beneficial owners of the shares/ warrants proposed to be allotted.

**17. Undertaking for Re-computation of Issue Price:**

The Company undertakes to re-compute the price of the Equity Shares and/or Warrants in terms of the provisions of the SEBI (ICDR) Regulations where it is required to do so and that if the amount payable on account of the re-computation of price is not paid within the time stipulated in the SEBI (ICDR) Regulations, the Equity Shares and/or Warrants shall continue to be locked in till the time such amount is paid by the allottee(s).

**18. Disclosures under Schedule VI of the SEBI (ICDR) Regulations, if the issuer or any of its promoters or directors is a wilful defaulter or a fraudulent borrower:**

None of the Company, its Directors or Promoters have been declared as wilful defaulter or fraudulent borrower as defined under the SEBI (ICDR) Regulations.

**19. Relevant Date:**

The 'Relevant Date' for determining the issue price of the Equity Share Warrants shall be November 14, 2022 being the date which is 30 days prior to the Extra-Ordinary General Meeting i.e. December 14, 2022.

**20. Lock-in:**

The Resultant Equity Shares to be issued and allotted upon exercise of right attached to the Warrants as above shall be subject to a lock-in for such period as specified under applicable provisions of the SEBI (ICDR) Regulations.

**21. Practicing Company Secretary's Certificate:**

As required in Regulation 163(2) of the SEBI (ICDR) Regulations, a certificate from the Practicing Company Secretary of the Company, certifying that the issue is being made in accordance with the requirements of the SEBI (ICDR) Regulations, is available for inspection by the Members of the Company at the Registered Office of the Company on all working days, except Saturdays between 11:00 A.M. and 1:00 P.M. upto the date of Extra-Ordinary General Meeting i.e. Wednesday, December 14, 2022 and is also uploaded at the website of the Company at weblink: <https://ir.vertoz.com/>.

Issue of the Resultant Equity Shares arising from exercise of Warrants would be well within the Authorised Share Capital of the Company. The Board of Directors believe that the proposed

issue is in the best interest of the Company and its Members and therefore recommends the Special Resolution as set out in Item No. 1 in the accompanying notice for approval by the Members.

None of the Directors, Key Managerial Personnel and/or their relatives thereof are, in any way, concerned or interested, financially or otherwise, in the aforesaid resolution, except Mr. Hirenkumar Rasiklal Shah, Whole-time Director of the Company and Mr. Ashish Rasiklal Shah, Non-Executive Director of the Company, who are the Promoters of the Company and are going to get the Share Warrants. Also, Mr. Rasiklal Hathichand Shah is father of Mr. Hirenkumar Rasiklal Shah and Mr. Ashish Rasiklal Shah.

**Registered Office:**

602, Avior Nirmal Galaxy, Opp. Johnson  
& Johnson, LBS Road, Mulund West -  
400080.

CIN: L74120MH2012PLC226823

E-mail: [compliance@vertoz.com](mailto:compliance@vertoz.com)

Website: [www.vertoz.com](http://www.vertoz.com)

**By order of the Board of Directors**

**For Verto Advertising Limited**

Sd/-

Zill Shah

Company Secretary & Compliance Officer

(Membership No: A51707)

Date: 14-11-2022

Place: Mumbai