

August 20, 2024

To,

National Stock Exchange of India Ltd, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400051	BSE Ltd, Phiroze Jeejeebhoy Towers, Dalal Street Mumbai- 400001.
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Subject: Newspaper publication pursuant to Regulation 52(8) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 52(8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached a copy of Financial Results of National Housing Bank for the quarter & year ended 30 June, 2024, published in Business Standard

Please take the above information on record.

Thanking You.

Yours sincerely,

for National Housing Bank


Sanjay Bose

Company Secretary

विवरण	30.06.2024 को समाप्त वर्ष	30.06.2023 को समाप्त वर्ष	30.06.2024 को समाप्त तिमाही	30.06.2023 को समाप्त तिमाही
	लेखापरीक्षित	लेखापरीक्षित	लेखापरीक्षित	लेखापरीक्षित
1. परिचालन से कुल आय*	6,47,081.54	4,82,345.39	1,76,687.76	1,40,024.69
2. अवधि हेतु निवल लाभ / (हानि) (कर पूर्व, असाधारण और / या असामान्य मदें)	2,24,761.38	1,70,961.25	57,471.74	56,439.07
3. अवधि हेतु कर पूर्व निवल लाभ / (हानि), (असाधारण और / या असामान्य मदों के परचात*)	2,24,761.38	1,70,961.25	57,471.74	56,439.07
4. अवधि हेतु कर परचात निवल लाभ / (हानि) (असाधारण और / या असामान्य मदों के परचात*)	1,66,360.39	1,26,176.05	42,920.74	42,239.07
5. अवधि हेतु कुल व्यापक आय [अवधि के लिए शामिल लाभ / (हानि) (कर के परचात) और अन्य व्यापक आय (कर के परचात)]	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं
6. चुकता पूंजी (भारत सरकार के पूर्ण स्वामित्व में)	1,45,000.00	1,45,000.00	1,45,000.00	1,45,000.00
7. पुनर्मुल्यांकन आरक्षित निधियों के अतिरिक्त आरक्षित निधियाँ*	13,20,076.74	11,53,202.76	13,20,076.74	11,53,202.76
8. प्रतिभूति प्रीमियम खाता	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं
9. नेटवर्थ (₹ करोड़ में)	13,386	11,903	13,386	11,903
10. चुकता ऋण पूंजी / बकाया ऋण	94,40,289.97	84,41,758.19	94,40,289.97	84,41,758.19
11. बकाया प्रतिदेय वरीयता शेयर	शून्य	शून्य	शून्य	शून्य
12. ऋण - इक्विटी अनुपात*	6.44	6.50	6.44	6.50
13. प्रति शेयर आय (ईपीएस)	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं
(क) मूल	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं
(ख) ड्राइव्यूटेड	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं
14. पूंजी मोचन आरक्षित निधियाँ	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं
15. डिबेंचर मोचन आरक्षित निधियाँ	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं
16. कर्ज चुकोती कवरेंज अनुपात	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं
17. ब्याज चुकोती कवरेंज अनुपात	लागू नहीं	लागू नहीं	लागू नहीं	लागू नहीं

& परिचालन से आय में अग्रिम, बैंक जमा और निवेश पर ब्याज आय शामिल है।
 *ऋण, कुल उधार को और इक्विटी, पूंजी सहित आरक्षित निधि और अधिशेष को इंगित करती है
 # असाधारण और / या असामान्य मदों को इंडरएस नियमों / एएस नियमों के अनुसार लाभ और हानि के विवरण में समायोजित किया गया है, जो भी लागू हो।
 \$ समाप्त तिमाही के लिए पिछले लेखा वर्ष के तुलन पत्र के अनुसार लिया गया।
टिप्पणियाँ:
 क) उपरोक्त परिणामों की लेखापरीक्षा समिति द्वारा समीक्षा की गई है और निदेशक मंडल द्वारा दिनांक 20 अगस्त, 2024 को नई दिल्ली में आयोजित बैठक में अनुमोदित किया गया है।
 ख) उपरोक्त एलओडीआर विनियम, 2015 के विनियम 52 के तहत स्टॉक एक्सचेंज के साथ दायर तिमाही / वार्षिक वित्तीय परिणामों के विस्तृत प्रारूप का एक उद्धरण है। तिमाही / वार्षिक वित्तीय परिणामों का पूरा प्रारूप बीएसई और एनएसई की वेबसाइटों (www.bseindia.com/www.nseindia.com) पर बैंक की वेबसाइट (www.nhb.org.in) पर उपलब्ध है।
 ग) सूचीकरण विनियम के विनियम 52(4) में संदर्भित अन्य लाइन मद के लिए, बीएसई और एनएसई को प्रासंगिक प्रकटीकरण किए गए हैं और इन्हें यूआरएल (www.bseindia.com और www.nseindia.com) पर देखा जा सकता है।
 घ) लेखा नोटियों में परिवर्तन के कारण निवल लाभ / हानि, कुल व्यापक आय या किसी अन्य प्रासंगिक वित्तीय मदों पर प्रभाव का प्रकटीकरण फुटनोट के माध्यम से किया जाएगा। शून्य कुले निदेशक मंडल संजय शुक्ला प्रबंध निदेशक
 स्थान: नई दिल्ली
 दिनांक: 20 अगस्त 2024

CERA SANITARYWARE LIMITED

NOTICE TO ELIGIBLE SHAREHOLDERS IN REGARD TO BUYBACK OF EQUITY SHARES

1. This advertisement ("Advertisement") is being issued by Cera Sanitaryware Limited ("Company"), to the Eligible Shareholders holding Equity Shares as on the Record Date (i.e., Friday, August 16, 2024), in regard to the buyback of up to 1,08,333 (One Lakh Eight Thousand Three Hundred and Thirty Three Only) fully paid-up equity shares of the Company, each having a face value of INR 5/- (Indian Rupees Five only) ("Equity Shares"), on a proportionate basis, through the "tender offer" route in accordance with the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 2018, as amended ("Buyback Regulations") using Stock Exchange Mechanism, at a price of INR 12,000/- (Indian Rupees Twelve Thousand only) per Equity Share, payable in cash, for an aggregate amount not exceeding INR 130,00,00,000 (Indian Rupees One Hundred and Thirty Crores only) excluding Transaction Costs ("Buyback"). The Public Announcement dated Tuesday, August 6, 2024 in regard to the Buyback was published on Wednesday, August 7, 2024.

2. On Tuesday, August 20, 2024 the Company has also sent the Letter of Offer dated Tuesday, August 20, 2024 along with the Tender Form only in electronic form to all Equity Shareholders/ Beneficial Owners of Equity Shares as on the Record Date who have registered their e-mail IDs with the Depositories/ the Company, in accordance with the Buyback Regulations and such other circulars or notifications, as may be applicable. Further, in terms of Regulation 9(ii) of the Buyback Regulations, if the Company receives a request from any Eligible Shareholder for a physical copy of the Letter of Offer, the same shall be provided. Please refer to paragraph 22.24 of the Letter of Offer for further details.

3. A brief schedule of activities in relation to the Buyback are set out below:

Activity	Date	Day
Buyback Opening Date	August 22, 2024	Thursday
Buyback Closing Date	August 28, 2024	Wednesday
Last date of receipt of completed Tender Form and other specified documents by the Registrar to the Buyback	August 28, 2024	Wednesday

For a detailed schedule of activities, please refer to page 3 of the Letter of Offer.

4. The details of the Buyback Entitlement are as follows:

Category of Eligible Shareholders	Buyback Entitlement*
Reserved Category for Small Shareholders	1 Equity Shares for every 22 Equity Shares held on the Record Date
General Category for all other Eligible Shareholders	1 Equity Shares for every 135 Equity Shares held on the Record Date

*The above ratio of Buyback is approximate and provides an indicative Buyback Entitlement. Any computation of entitled Equity Shares using the above ratio may provide a slightly different number due to rounding off. The actual Buyback Entitlement for Reserved Category for Small Shareholders is 4.542189251% and General Category for all other Eligible Shareholders is 0.740809451%.

5. For further information on the ratio of Buyback as per the Buyback Entitlement in each category, please refer paragraph 21.6 on page no. 39 of the Letter of Offer.
6. The steps to be followed by Eligible Shareholders in order to check their Entitlement on the website of the Registrar to the Buyback as provided on the cover page of the Letter of Offer are:
- Click on <https://linkintime.co.in/Offer/Default.aspx>
 - Select the name of the Company - Cera Sanitaryware Limited
 - Select holding type - "Physical" or "NSDL" or "CDSL" or "PAN"
 - Based on the option selected above, enter your "Folio Number" or "NSDL DPID/Client ID" or "CDSL Client ID" or "PAN"
 - Click on submit
 - Then click on "View" button
 - The entitlement will be provided in the pre-filled "FORM OF ACCEPTANCE-CUM ACKNOWLEDGEMENT"
7. A copy of the Letter of Offer (along with the Tender Form and Form SH-4) shall be available on the websites of the Company (www.cera-india.com), Manager to the Buyback (www.ambit.co), Registrar to the Buyback (www.linkintime.co.in) and is expected to be available on the websites of SEBI (www.sebi.gov.in), NSE (www.nseindia.com) and BSE (www.bseindia.com).
8. In terms of Regulation 24(i)(a) of the Buyback Regulations, the Board accepts full and final responsibility for all the information contained in this Advertisement and confirms that this Advertisement contains true, factual and material information and does not contain any misleading information.
9. Capitalised terms used but not defined in this Advertisement shall have the meaning ascribed to such terms in the Letter of Offer.

MANAGER TO THE BUYBACK	REGISTRAR TO THE BUYBACK
 Ambit Private Limited Address: Ambit House, 449, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013, Maharashtra, India Tel. no.: +91 22 6623 3030 Contact person: Devanshi Shah / Janit Sethi Email: cera.buyback@ambit.co Website: www.ambit.co SEBI registration no.: INM000010585 Validity period: Permanent CIN: U65923MH1997PTC109992	 Link Intime India Private Limited Address: C 101, 1st Floor, 247 Park, L B S Marg, Vikhroli West, Mumbai - 400 083, Maharashtra, India Tel. no.: +91 810 811 4949; Contact person: Shanti Gopalkrishnan Email: cerasanitaryware.buyback2024@linkintime.co.in Website: www.linkintime.co.in SEBI registration no.: INR000004058 Validity period: Permanent CIN: U67190MH1999PTC118368

For and on behalf of the Board of Directors of
Cera Sanitaryware Limited
 Sd/-
Hemal Sadiwala
 Company Secretary and Compliance Officer
 (Membership No. A20741)
 Date : August 20, 2024
 Place: Mehsana, Gujarat

This advertisement is for information purpose only and does not constitute an offer or an invitation or a recommendation to purchase, to hold or sell the securities. This is not an announcement for the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the Letter of Offer dated July 25, 2024 ("Letter of Offer" or "LOF") filed with BSE Limited ("BSE") and the Securities and Exchange Board of India Limited ("SEBI").



SWISS MILITARY CONSUMER GOODS LIMITED

Swiss Military Consumer Goods Limited (the "Company" or the "Issuer") was originally incorporated as "Network India Limited" under the provisions of the Companies Act, 1956, vide certificate of incorporation issued on January 25, 1989, by the Registrar of Companies, Delhi & Haryana. Subsequently, the certificate of commencement of business was granted to our Company on January 09, 1990, by the Registrar of Companies, Delhi & Haryana. Thereafter, the name of our Company was changed from "Network India Limited" to "Network Limited" and a fresh certificate of incorporation consequent upon change of name was issued by the Registrar of Companies, Delhi & Haryana on November 09, 1990. The name of our Company was changed to its present name "Swiss Military Consumer Goods Limited" and a fresh certificate of incorporation consequent upon change of name was issued by the Registrar of Companies, Delhi on December 03, 2020. For details of changes in the name and registered office of our Company, see "General Information" on page 30 of the Letter of Offer.

Corporate Identity Number: L51100DL1989PLC034797
 Registered & Corporate Office: W-39, Okhla Industrial Area, Phase-II, New Delhi 110020
 Telephone: +91-11-41067060;
 Contact Person: Mr. Vikas Jain, Company Secretary and Compliance Officer
 Email: cs@swissmilitaryshop.com; Website: www.swissmilitaryshop.com

OUR PROMOTERS: MR. ANUJ SAWHNEY, MRS. ASHITA SAWHNEY, M/S ANUSHI RETAIL LLP AND M/S SWISS MILITARY LIFESTYLE PRODUCTS PRIVATE LIMITED AND ASHOK SAWHNEY FOUNDATION

ISSUE OF UP TO 3,93,18,798 (THREE CRORE NINETY THREE LAKHS EIGHTEEN THOUSAND SEVEN HUNDRED AND NINETY EIGHT ONLY) FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF RS. 2 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF RS. 12.50 EACH PER RIGHTS EQUITY SHARE ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT UP TO RS. 49.15 CRORES* ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARE FOR EVERY 5 (FIVE) FULLY PAID-UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE. THAT IS ON FRIDAY, AUGUST 09, 2024 (THE "ISSUE" DATE). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS 6.25 (SIX POINT TWO FIVE) TIMES THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 226 OF THE LETTER OF OFFER

*Assuming full subscription

FOR ATTENTION OF THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY ONLY		
ISSUE PROGRAMME		
ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATION*	ISSUE CLOSURES ON#
FRIDAY, AUGUST 23, 2024	TUESDAY, SEPTEMBER 03, 2024	FRIDAY, SEPTEMBER 06, 2024

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.
 # Our Board or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

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

PROCESS OF MAKING AN APPLICATION IN THE ISSUE
 In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issue Circulars and the ASBA Circulars, all Shareholders desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Shareholders should carefully read the provisions applicable to such Applications before making their Application through ASBA.
 For details, see "Making of an Application through the ASBA process" on Page 228, of the Letter of Offer.

- **Making of an Application through the ASBA process**
 Shareholders, wishing to participate in this Issue through the ASBA facility, are required to have an ASBA enabled bank account with an SCSB, prior to making the Application. Shareholders desiring to make an Application in this Issue through ASBA process, may submit the Application Form in physical mode to the Designated Branches of the SCSB or online/ electronic Application through the website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.
 Shareholders should ensure that they have correctly submitted the Application Form and have provided an authorization to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application. For details of making application through ASBA process, Eligible Equity Shareholders are advised to refer to "Making of an Application through the ASBA process" on page 228 of the Letter of Offer.
- **Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form**
 In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company by sending a letter to the Registrar containing the name(s), address, e-mail address, contact details and the details of their demat account along with copy of self-attested PAN and self-attested client master sheet of their demat account either by e-mail, post, speed post, courier, or hand delivery so as to reach to the Registrar not later than two Working Days prior to the Issue Closing Date, i.e. on or before Friday, September 06, 2024, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.
 Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in a demat suspense escrow account opened by our Company namely Swiss Military Consumer Goods Limited -Right Entitlement Suspense Demat Account (IN300118-11807731).
 Eligible Equity Shareholders holding Equity Shares in physical form are advised to refer to the procedure for Application by and credit of Rights Equity Shares in "Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form" on page 231 of the Letter of Offer.
- **Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process**
 An Eligible Equity Shareholder in India who is eligible to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper in case of non-receipt of Application Form as detailed above. In such cases of non-receipt of the Application Form through e-mail or physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source may make an Application to subscribe to this Issue on plain paper with the same details as per the Application Form that is available on the website of the Registrar, Stock Exchanges or the Lead Manager. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorizing such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has not provided an Indian address or is a U.S. Person or in the United States.
 Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently. For details regarding making application on plain paper, Eligible Equity Shareholders are advised to refer to "Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process" on page 229 of the Letter of Offer.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS
 In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in the account of the IEPF authority; or (b) the demat accounts of the Eligible Equity Shareholder which are frozen or the Equity Shares which are lying in the unclaimed suspense account (including those pursuant to Regulation 39 of the SEBI LODR Regulations) or details of which are unavailable with our Company or with the Registrar on the Record Date; or (c) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (d) credit of the Rights Entitlements returned/reversed/failed; or (e) the ownership of the Equity Shares currently under dispute, including any court proceedings, if any; or (f) non-institutional equity shareholders in the United States.

PLEASE NOTE THAT IF NO APPLICATION IS MADE BY THE ELIGIBLE EQUITY SHAREHOLDERS OF RIGHTS ENTITLEMENTS ON OR BEFORE ISSUE CLOSING DATE, SUCH RIGHTS ENTITLEMENTS SHALL GET LAPSED AND SHALL BE EXTINGUISHED AFTER THE ISSUE CLOSING DATE. NO EQUITY SHARES FOR SUCH LAPSED RIGHTS ENTITLEMENTS WILL BE CREDITED, EVEN IF SUCH RIGHTS ENTITLEMENTS WERE PURCHASED FROM MARKET AND PURCHASER WILL LOSE THE PREMIUM PAID TO ACQUIRE THE RIGHTS ENTITLEMENTS. PERSONS WHO ARE CREDITED THE RIGHTS ENTITLEMENTS ARE REQUIRED TO MAKE AN APPLICATION TO APPLY FOR EQUITY SHARES OFFERED UNDER RIGHTS ISSUE FOR SUBSCRIBING TO THE EQUITY SHARES OFFERED UNDER ISSUE.

DISCLAIMER CLAUSE OF SEBI
 This Draft Letter of Offer has not been filed with SEBI in terms of SEBI ICDR Regulations as the size of issue is less than Rs. 5,000 Lakhs. However, the Letter of Offer will be filed with SEBI.

DISCLAIMER CLAUSE OF BSE
 "It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the letter of offer has been cleared or approved by BSE Limited, nor does it certify the correctness or completeness of any of the contents of the letter of offer. The investors are advised to refer to the letter of offer for the full text of the Disclaimer clause of the BSE Limited".

DISPATCH AND AVAILABILITY OF ISSUE MATERIALS
 In accordance with the SEBI ICDR Regulations, the SEBI Relaxation Circulars, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be sent/ dispatched only to the Eligible Equity Shareholders who have provided an Indian address. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and other Issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them.
 Further, the Letter of Offer will be sent/ dispatched to the Eligible Equity Shareholders who have provided an Indian address and who have made a request in this regard. In case such Eligible Equity Shareholders have provided their valid e-mail address, the Letter of Offer will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Letter of Offer will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them.

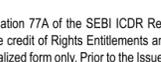
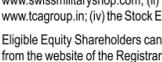
In accordance to above, the dispatch of Abridged Letter of Offer, the Rights Entitlement Letter and Application Form has been completed in electronic form through email and physically through registered post/speed post on August 17, 2024 by the Registrar.
 Shareholders can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Equity Shares under applicable laws) on the websites of: (i) our Company at www.swissmilitaryshop.com; (ii) the Registrar at www.alankit.com; (iii) the Lead Manager, i.e. www.tcagroup.in; (iv) the Stock Exchange at www.bseindia.com.

OTHER IMPORTANT LINKS AND HELPLINE
 The Shareholders can visit following links for the below-mentioned purposes: a) Frequently asked questions and online/ electronic dedicated Shareholders helpdesk for guidance on the Application process and resolution of difficulties faced by the Shareholders: <https://rights.alankit.com>; b) Update of e-mail address/ mobile number in the records maintained by the Registrar or our Company: <https://rights.alankit.com>; c) Update of demat account details by Eligible Equity Shareholders holding shares in physical form: <https://rights.alankit.com>; d) Submission of self-attested PAN, client master sheet and demat account details by non-resident Eligible Equity Shareholders at email id at smcgrights@alankit.com.

Investors may contact the Registrar or our Company Secretary and Compliance Officer for any pre-issue or post-issue related matter. All grievances relating to the ASBA process, with a copy to the SCSBs (in case of ASBA process), giving full details such as name, address of the Applicant, contact number(s), e-mail address of the sole/ first holder, folio number or demat account number, number of Rights Equity Shares applied for, amount blocked (in case of ASBA process), ASBA Account number and the Designated Branch of the SCSBs where the Application Form or the plain paper application, as the case may be, was submitted by the investors along with a photocopy of the acknowledgement slip (in case of ASBA process). For details on the ASBA process, see "Terms of the Issue" on page 226.

BANKER TO THE ISSUE AND REFUND BANK: ICICI Bank Limited
MONITORING AGENCY: Not Applicable

FOR RISK FACTOR AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER/ ABRIDGED LETTER OF OFFER.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
 Turnaround Corporate Advisors Private Limited CIN: U7140DL2015PTC278474 614, Vishwadeep Building, Plot No. 4, District Centre, Janakpuri, New Delhi- 110058 Tel: +91-11-45510390; E-mail: info@tcagroup.in ; Investor Grievance Email: complaints@tcagroup.in Website: www.tcagroup.in Contact Person: Mr. Sachin Mishra SEBI Registration No.: MB/INM000012290	 Alankit Assignments Limited CIN: U74210DL1991PLC042569 4E/21, Alankit House, Jhandewalan Extension, New Delhi- 110055 Tel: +91-11-42541966; Fax: +91-11-23552001 E-mail: abhinavka@alankit.com Investor Grievance Email: smcgrights@alankit.com Website: www.alankit.com Contact Person: Mr. Abhinav Kumar Agrawal SEBI Registration No.: INR000002532

For SWISS MILITARY CONSUMER GOODS LIMITED
 Sd/-
(VIKAS JAIN)
 Company Secretary and Compliance Officer

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer with BSE Limited and the Securities and Exchange Board of India. The Letter of Offer is expected to be available on the website of SEBI at www.sebi.gov.in, website of Stock Exchange where the Equity Shares are listed i.e. BSE at www.bseindia.com and the website of the Lead Manager at www.tcagroup.in. Investors should note that investment in equity shares involve a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 18 of the Letter of Offer. This announcement has been prepared in accordance with the provisions of the Securities Act, 1956 and is not intended to constitute an offer of Rights Equity Shares for sale in any jurisdiction, including the United States, and any Rights Equity Shares described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Rights Equity Shares in the United States.