

PUBLIC ANNOUNCEMENT



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MAX MARKETING LIMITED

CIN: U74999MH2020PLC337930

Our Company was incorporated as “Max Marketing Private Limited”, a Private Limited Company under the Companies Act, 2013 vide Certificate of Incorporation dated February 18, 2020 bearing Corporate Identification Number U74999MH2020PTC337930, issued by Registrar of Companies, Central Registration Centre. Subsequently, pursuant to a Special Resolution of our Shareholders passed in the Extra Ordinary General Meeting held on August 31, 2024 our Company was converted from a Private Limited Company to Public Limited Company and consequently, the name of our Company was changed to “Max Marketing Limited” and a Fresh Certificate of Incorporation consequent to conversion to public company was issued on October 23, 2024 by the Registrar of Companies, Central Registration Centre. The Corporate Identification Number of our Company is U74999MH2020PLC337930.

Registered Office: Crystal Plaza, Unit No 10 A E Andheri W, Nr Tel Exc Opp Lokhandwala Com, Andheri Railway Station, Mumbai, Maharashtra, India, 400058

Tel. No.: +91 7715944773; Website: www.maxmarketing.in ; Mail: finance@maxmarketing.in

Contact Person: Unnatti Nishant Jain, Company Secretary and Compliance Officer

PROMOTERS OF OUR COMPANY: VARUN GUPTA AND SHILPI GUPTA

"THE ISSUE IS BEING MADE IN ACCORDANCE WITH CHAPTER IX OF THE SEBI ICDR REGULATIONS (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE LIMITED."

THE ISSUE

INITIAL PUBLIC ISSUE OF UPTO 22,00,000 EQUITY SHARES OF FACE VALUE OF ₹10/- EACH OF MAX MARKETING LIMITED (“MML” OR THE “COMPANY” OR THE “ISSUER”) FOR CASH AT A PRICE OF ₹ [•] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹[•] PER EQUITY SHARE (THE “ISSUE PRICE”) AGGREGATING TO ₹ [•] (THE “ISSUE”), OF WHICH [•] EQUITY SHARES OF FACE VALUE OF ₹10/- EACH FOR CASH AT A PRICE OF ₹[•] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE AGGREGATING TO ₹[•] WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE “MARKET MAKER RESERVATION PORTION”). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION i.e., NET ISSUE OF [•] EQUITY SHARES OF FACE VALUE OF ₹10/- EACH AT A PRICE OF ₹ [•] PER EQUITY SHARE AGGREGATING TO [•] LACS IS HEREIN AFTER REFERRED TO AS THE “NET ISSUE”. THE ISSUE AND THE NET ISSUE WILL CONSTITUTE [•] % AND [•] % RESPECTIVELY OF THE POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

In case of force majeure, banking strike or similar circumstances, our Company may, for reasons to be recorded in writing, extend the Issue Period disclosed in the Prospectus, for a minimum period of three (3) working days, subject to the Issue Period not exceeding ten (10) working days. Any revision in the Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges by issuing a press release and also by indicating the change on the website of the Lead Manager and by intimation to Designated Intermediaries and Sponsor Bank as applicable.

This issue is being made through Fixed Price Process in terms of Chapter IX of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended (“SEBI ICDR Regulations”) and allocation in the net issue to the public will be made in terms of regulation 253 of the SEBI ICDR Regulations. In terms of the Regulation 19(2)(B)(I) of the Securities Contracts (Regulations) Rules, 1957, as amended (the “SCRR”), the issue is being made for at least 25% of the post-paid-up Share capital of our Company. All potential investors shall participate in the Issue only through an Application Supported by Blocked Amount (“ASBA”) process providing details about the bank account and UPI ID in case of Individual investors who applies for minimum application size, if applicable, in which the application amount shall be blocked by the Self-Certified Syndicate Banks (“SCSBs”) or under UPI Mechanism as the case may be. For details in this regard, specific attention is invited to chapter titled “Issue Procedure” on page no. 183 of the Draft Prospectus.

This public announcement is being made in compliance with the Regulation 247 of SEBI (ICDR) Regulations, 2018 and SEBI (ICDR) (Amendment) Regulations, 2025 vide notification dated March 03rd, 2025, and applicability of corporate governance provisions under SEBI (LODR) Regulations, 2015 on SME companies to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt requisite approvals, market conditions and other considerations, to undertake initial public offering of its Equity Shares pursuant to the offer and Draft Prospectus dated August 27, 2025 which has been filed with the SME Platform of BSE Limited.

Pursuant to SEBI (ICDR) (Amendment) Regulations, 2025 on March 03rd, 2025 and applicability of corporate governance provisions under SEBI (LODR) Regulations, 2015 on SME companies, for fulfilling all additional eligibility criteria, the Draft Prospectus filed with the SME Platform of BSE Limited (BSE SME) shall be made available to the public for comments, if any, for a period of at least 21 days, from the date of such filing by hosting it on the website of the BSE at <https://www.bsesme.com/PublicIssues/SMEIPODRHP.aspx#>, and the website of the Company at : www.maxmarketing.in and at the website of LM i.e. **INTERACTIVE FINANCIAL SERVICES LIMITED** at <https://www.ifinservices.in/>. Our Company hereby invites the members of the public to give their comments on the Draft Prospectus filed with the SME Platform of BSE Limited (BSE SME) with respect to disclosures made in Draft Prospectus. The members of the public are requested to send a copy of their comments to Stock Exchange, to Company Secretary and Compliance Officer of our Company and/or the LM at their respective addresses mentioned below. All comments must be received by BSE, and/or our Company and/or Company Secretary and Compliance Officer of our Company and/or the LM in relation to the offer on or before 5 p.m. on the 21st day from the aforesaid date of filing the Draft Prospectus with BSE SME.

This being the first Public Issue of our Company, there has been no formal market for the securities of our Company. The face value of the shares is ₹10/- per Equity Share and the Issue price is [•] time of the face value. The Issue Price (as determined by our Company in consultation with the Lead Manager) as stated in the chapter titled on “Basis for Issue Price” beginning on page no. 58 of this Draft Prospectus should not be taken to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active or sustained trading in the equity shares of our Company nor regarding the price at which the Equity Shares will be traded after listing.

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 entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue including the risks involved. The Equity Shares issued in the Issue 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 Draft Prospectus. Specific attention of the investors is invited to the section “Risk Factors” beginning on page 17 of the Draft Prospectus.

LEAD MANAGER OF THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 INTERACTIVE FINANCIAL SERVICES LIMITED Address: Office No. 508, Fifth Floor, Priviera, Nehru Nagar, Ahmedabad – 380 015, Gujarat, India Tel No.: 079 4908 8019 (M) +91-9898055647 Web Site: www.ifinservices.in Email: mbd@ifinservices.in Investor Grievance Email: info@ifinservices.in Contact Person: Pradip Sandhir SEBI Reg. No.: INM000012856	 BIGSHARE SERVICES PRIVATE LIMITED Address: Office No. S6-2, 6th Floor, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri (East), Mumbai - 400093 Tel No.: 022-62638200 Website: www.bigshareonline.com E-Mail: ipo@bigshareonline.com Investor Grievance Email: investor@bigshareonline.com Contact Person: Mr. Vinayak Morbale CIN: U99999MH1994PTC076534 SEBI Reg. No.: INR000001385	 Name: Unnatti Jain Address: Crystal Plaza, Unit No 10 A E Andheri W, Nr Tel Exc Opp Lokhandwala Com, Andheri Railway Station, Mumbai, Maharashtra, India, 400058 E-mail: finance@maxmarketing.in Investors can contact our Company Secretary and Compliance Officer, the Lead Managers or the Registrar to the Issue, in case of any pre-issue or post-issue related problems, such as non-receipt of letters of allotment, non-credit of allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders and non-receipt of funds by electronic mode etc.

Any decision to invest in the equity shares described in the Draft Prospectus may only be taken after a Prospectus has been filed with the ROC and must be made solely on the basis of such Prospectus as there may be material changes in the Prospectus from the Draft Prospectus. The equity shares, when offered through the Prospectus, are proposed to be listed on SME Platform of BSE (“BSE SME”). For details of the share capital and capital structure of our Company and the names of the signatories to the Memorandum of Association and the number of shares subscribed by them of our Company, see “Capital Structure” beginning on page 43 of the Draft Prospectus. The liability of the members of our Company is limited. For details of the main objects of our Company as contained in our Memorandum of Association, see “Our History and Certain Other Corporate Matters” beginning on page 94 of the Draft Prospectus.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Draft Prospectus.

For Max Marketing Limited
On Behalf of the Board of Directors

Place: Mumbai
Date: August 28, 2025

Sd/-
Unnatti Nishant Jain
Company Secretary and Compliance Officer

Disclaimer: Max Marketing Limited is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its Equity Shares and has filed the Draft Prospectus on August 27, 2025. The Draft Prospectus is available on the website of BSE SME at <https://www.bsesme.com/PublicIssues/SMEIPODRHP.aspx#> and is available on the websites of the LM at <https://www.ifinservices.in/> and also on the website of the Company : www.maxmarketing.in. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see section titled ‘Risk Factors’ beginning on page 17 of the Draft Prospectus. Potential investors should not rely on the Draft Prospectus for making any investment decision. The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”) or any state securities laws in the United States, and unless so registered, and may not be issued or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in accordance with any applicable U.S. State Securities laws. The Equity Shares are being issued and sold outside the United States in ‘offshore transactions’ in reliance on Regulation “S” under the Securities Act and the applicable laws of each jurisdiction where such issues and sales are made. There will be no public offering in the United States.