



Branch Office: ICICI Bank Ltd, Plot No 409, Mohalla Chawani, Near Mahila Police Station, Civil Lines, Moradabad- 244001

PUBLIC NOTICE-TENDER CUM E-AUCTION FOR SALE OF SECURED ASSET

[See proviso to Rule 8(6)]
Notice for sale of immovable asset(s)

E-Auction Sale Notice for the sale of immovable asset(s) under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.

This notice is hereby given to the public in general and in particular to the Borrower(s) and Guarantor(s) that the below described immovable property mortgaged/ charged to the Secured Creditor, the Physical possession of which has been taken by the Authorised Officer of ICICI Bank Limited will be sold on 'As is where is', 'As is what is' and 'Whatever there is' as per the brief particulars given hereunder;

Sr. No.	Name of Borrower(s)/ Co-Borrowers/ Guarantors/ Loan Account No.	Details of the Secured Asset(s) with known encumbrances, if any	Amount Outstanding	Reserve Price/ Earnest Money Deposit	Date and Time of Property Inspection	Date & Time of E-Auction
(A)	(B)	(C)	(D)	(E)	(F)	(G)
1.	Umang Dhall (Borrower), Utkarsh Agarwal (Co-Borrower)- Lan: TBMDB00006579229, LBMDB00006589368	Pvt. Plot No. 121, Khosra No. 726, Plot Situated in Mauza Kozipura, Moradabad- UP. Area: 1618 Sq Ft Type: Residential Plot	Rs. 29,65,035/- as on September 25, 2025	Rs. 700,000/- From 11:00 AM- 12:00 Noon	October 13, 2025 From 11:00 AM- 12:00 Noon	November 01, 2025 From 11:00 AM- 12:00 Noon

The online auction will be conducted on the website (URL Link-<https://disposalhub.com/>), of our auction agency M/s NexXen Solutions Private Limited The Mortgagors/ Notices are given a last chance to pay the total dues with full interest by October 31, 2025 before 05:00 P.M else the secured asset(s) will be sold as per schedule.

The prospective bidder(s) must submit the Earnest Money Deposit (EMD) Demand Draft (DD) (Refer Column E) at ICICI Bank Ltd, Plot No 409, Mohalla Chawani, Near Mahila Police Station, Civil Lines, Moradabad- 244001 on or before October 31, 2025 by 05:00 P.M Thereafter, they have to submit their offer through the website mentioned above on or before October 31, 2025 by 05:00 P.M along with the scanned image of the Bank acknowledged DD towards proof of payment of EMD. In case the prospective bidder(s) 'is' are unable to submit his/ her/ their offer through the website, then the signed copy of tender documents may be submitted at ICICI Bank Ltd, Plot No 409, Mohalla Chawani, Near Mahila Police Station, Civil Lines, Moradabad- 244001 on or before October 31, 2025 by 05:00 P.M. Earnest Money Deposit DD/PO should be from a Nationalised/ Scheduled Bank in favour of 'ICICI Bank Limited' payable at Moradabad.

For any further clarifications in terms of inspection, Terms and Conditions of the E-Auction or submission of tenders, contact ICICI Bank Employee Phone No. 9372730494/ 8584874809.

Please note that the Marketing agencies, 1. Augesto Assets Management Private Limited, 2. Motex Net Pvt. Ltd, 3. Finvin Estate Deal Technologies Pvt Ltd, 4. Gimarsoft Pvt Ltd, 5. Hecta Prop Tech Pvt Ltd, 6. Arca Emart Pvt Ltd, 7. Novel Asset Service Pvt Ltd, 8. Nobroker Technologies Solutions Pvt Ltd, 9. Valuetrust Capital Services Pvt Ltd., have also been engaged for facilitating the sale of this property.

The Authorised Officer reserves the right to reject any or all the bids without furnishing any further reasons.

For detailed Terms and Conditions of the sale, please visit www.icicibank.com/h4p4s

Date : October 01, 2025
Place: Moradabad

Authorized Officer
ICICI Bank Limited

THIS IS A PUBLIC NOTICE FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVESTMENT OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES, NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION DIRECTLY OR INDIRECTLY OUTSIDE INDIA

PUBLIC ANNOUNCEMENT




(Scan this QR code to view the DRHP)

SHREE BALAJI (MALA) TEXTILES LIMITED

(Formerly known as Shree Balaji (Mala) Textiles Private Limited)

Corporate Identity Number: U17299WB2005PLC105711

Our Company was originally incorporated as 'Shree Balaji (Mala) Textiles Private Limited' a private limited company under the Companies Act, 1956 at Kolkata, West Bengal, pursuant to a certificate of incorporation dated September 30, 2005, issued by the Registrar of Companies, West Bengal ("RoC"). Thereafter, name of our Company was changed from 'Shree Balaji (Mala) Textiles Private Limited' to 'Shree Balaji (Mala) Textiles Limited', consequent to conversion of our Company from private to public company, pursuant to a special resolution passed by the shareholders of our Company on February 20, 2025 and a fresh certificate of incorporation consequent to change of name was issued by the RoC on March 24, 2025. Our Company's Corporate Identity Number is U17299WB2005PLC105711. For details of change in Registered office of our Company, please refer to the chapter titled "History and Certain Corporate Matters" on page 153 of this Draft Red Herring Prospectus.

Registered Office: 65, Sir Hariram Goenka Street, Ground Floor, Block-A, Bangur Arcade, Kolkata, West Bengal, India, 700007

Tel: +91 8910014345; **E-mail id:** cs@malasaree.com; **Website:** www.malasaree.com

Contact Person: Naina Saha, Company Secretary and Compliance Officer;

OUR PROMOTERS: BINOD KUMAR KEDIA, ANITA KEDIA, SHRESTH KEDIA AND MRITYUNJAY COMMOALES PRIVATE LIMITED

"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 ("BSE SME")."

THE ISSUE

INITIAL PUBLIC OFFER OF UP TO 27,00,000 EQUITY SHARES OF FACE VALUE ₹ 10 EACH (THE "EQUITY SHARES") OF SHREE BALAJI (MALA) TEXTILES LIMITED ("OUR COMPANY" OR THE "ISSUER") FOR CASH AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE (INCLUDING SECURITIES PREMIUM OF ₹ [-] PER EQUITY SHARE) ("ISSUE PRICE"), AGGREGATING UP TO ₹ [-] LAKHS (THE "ISSUE") OF WHICH [] EQUITY SHARES AGGREGATING TO ₹ [-] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF [-] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH AT AN ISSUE PRICE OF ₹ [-] PER EQUITY SHARE AGGREGATING UPTO ₹ [-] LAKHS IS HERINAFTER 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.

THE PRICE BAND AND THE MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGER AND WILL BE ADVERTISED IN [-] EDITION OF [-] (A WIDELY CIRCULATED ENGLISH NATIONAL DAILY NEWSPAPER), [-] EDITION OF [-] (A WIDELY CIRCULATED HINDI NATIONAL DAILY NEWSPAPER, AND [-] EDITION OF [-], (A WIDELY CIRCULATED BENGALI DAILY NEWSPAPER, BENGALI BEING THE REGIONAL LANGUAGE OF WEST BENGAL WHERE OUR REGISTERED OFFICE IS LOCATED), AT LEAST TWO WORKING DAYS PRIOR TO THE BID/ISSUE OPENING DATE AND SHALL BE MADE AVAILABLE TO SME PLATFORM OF BSE LIMITED ("BSE SME") FOR THE PURPOSES OF UPLOADING ON THEIR WEBSITE. IN ACCORDANCE WITH SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED (THE "SEBI ICDR REGULATIONS").

In case of any revision in the Price Band, the Bid/Issue Period shall be extended for at least three additional working days after such revision of the Price Band, subject to the total Bid/Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company, for reasons to be recorded in writing extend the Bid/Issue Period for a minimum of one working day, subject to the Bid/Issue Period not exceeding 10 Working Days. Any revision in the Price Band, and the revised Bid/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 BRLM and at the terminals of the Members of the Syndicate and by intimation to Designated Intermediaries and Sponsor Bank.

This Issue is being made through the Book Building Process, in terms of Rule 19(2)(b)(i) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 229 of the SEBI ICDR Regulations and in compliance with Regulation 253 of the SEBI ICDR Regulations, wherein not more than 50.00% of the Net Issue shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"), provided that our Company may, in consultation with the Book Running Lead Manager, may allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5.00% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. However, if the aggregate demand from Mutual Funds is less than 5.00% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15.00% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Investors out of which (a) one third of such portion is reserved for Bidders with application size of more than 2 lots and up to such lots equivalent to not more than 10,00,000 and (b) two-third of such portion was reserved for Bidders with application size of more than ₹ 10,00,000 provided that the unsubscribed portion in either of such subcategories could have been allocated to Bidders in the other sub-category of Non-Institutional Bidders and not less than 35.00% of the Net Issue shall be available for allocation to Individual Investors who applies for minimum application size in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Issue Price. All Bidders are required to participate in the Issue by mandatorily utilizing the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Account (as defined hereinafter) in which the corresponding Bid Amounts will be blocked by the Self Certified Syndicate Banks ("SCSBs") or under the UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "Issue Procedure" on page 243 of this Draft Red Herring 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 03, 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 DRHP dated September 29, 2025 which has been filed with the SME Platform of BSE Limited.

Pursuant to SEBI (ICDR) (Amendment) Regulations, 2025 on March 03, 2025 and applicability of corporate governance provisions under SEBI (LODR) Regulations, 2015 on SME companies, for fulfilling all additional eligibility criteria, the DRHP 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 and the website of the Company at www.malasaree.com and at the website of BRLM i.e. GYR Capital Advisors Private Limited at <https://gyrcapitaladvisors.com>. Our Company hereby invites the members of the public to give their comments on the DRHP filed with the SME Platform of BSE Limited (BSE SME) with respect to disclosures made in DRHP. 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 BRLM 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 BRLM in relation to the offer on or before 5 p.m. on the 21st day from the aforesaid date of filing the DRHP with BSE SME.

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the 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 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 contents of this Draft Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" beginning on page 32 of this DRHP.

Any decision to invest in the equity shares described in the Draft Red Herring Prospectus may only be taken after a Red Herring Prospectus has been filed with the ROC and must be made solely on the basis of such Red Herring Prospectus as there may be material changes in the Red Herring Prospectus from the Draft Red Herring Prospectus. The equity shares, when offered through the Red Herring 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 79 of the Draft Red Herring 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 Corporate Matters" beginning on page 153 of the Draft Red Herring Prospectus.

BOOK RUNNING LEAD MANAGERS	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 GYR CAPITAL ADVISORS PRIVATE LIMITED CIN: U67200GJ2017PTC096908 SEBI Registration Number: INM000012810 Address: 428, Gala Empire, Near JB Tower, Drive in Road, Thalteji, Ahmedabad - 380 054, Gujarat, India. Telephone No: +91 87775 64648 Website: www.gyrcapitaladvisors.com Email ID: shreebalajimala ipo@gyrcapitaladvisors.in Investor Grievance Email: investors@gyrcapitaladvisors.com Contact Person: Mr. Mohit Baid	 KFIN TECHNOLOGIES LIMITED CIN: L72400MH2017PLC444072 SEBI Registration Number: INR000000221 Address: Selenium Tower-B, Plot 31 & 32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad – 500 032, Telangana Telephone: +91 46 6716 2222 E-mail id: shreebalaji ipo@kfintech.com Website: www.kfintech.com Investor Grievance Email: ainwardr.in@kfintech.com Contact Person: M Murali Krishna	 Ms. Naina Saha Address: 65, Sir Hariram Goenka Street, Ground Floor, Block-A, Bangur Arcade, Kolkata, West Bengal, India, 700007 Tel.: +91 8910014345 E-mail cs: malasaree.com Website: www.malasaree.com 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.

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

SHREE BALAJI (MALA) TEXTILES LIMITED
ON BEHALF OF THE BOARD OF DIRECTORS

Sd/-

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