

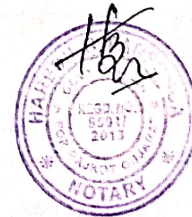
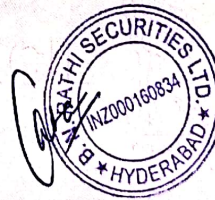
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INDIA NON JUDICIAL
Government of Gujarat
Certificate of Stamp Duty

Certificate No. : IN-GJ40549939103163X
Certificate Issued Date : 16-Jun-2025 02:01 PM
Account Reference : IMPACC (AC)/ gj13164911/ RAJKOT/ GJ-RA
Unique Doc. Reference : SUBIN-GJGJ1316491188971335865854X
Purchased by : DHRUV BANONDHRA
Description of Document : Article 5(h) Agreement (not otherwise provided for)
Description : market making agreement
Consideration Price (Rs.) : 0
(Zero)
First Party : Shreeji Global FMCG Limited
Second Party : Interactive financial services Limited
Stamp Duty Paid By : Shreeji Global FMCG Limited
Stamp Duty Amount(Rs.) : 300
(Three Hundred only)



GG 0001677597

Statutory Alert:

1. The authenticity of this Stamp certificate should be verified at 'www.shcilestamp.com' or using e-Stamp Mobile App of Stock Holding. Any discrepancy in the details on this Certificate and as available on the website / Mobile App renders it invalid.
2. The onus of checking the legitimacy is on the users of the certificate.
3. In case of any discrepancy please inform the Competent Authority.



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MARKET MAKING AGREEMENT

This **MARKET MAKING AGREEMENT** ("MMA" or "Agreement") is entered into on **June 16, 2025** at Rajkot, Gujarat, India between:

SHREEJI GLOBAL FMCG LIMITED, a Company incorporated under the Companies Act, 2013 and having its Registered Office at The Spire, Office No. 1205, 150 Feet Ring Road Near Ayodhya Circle, Rajkot, Gujarat, India, 360006 (hereinafter referred to as "**the Company**"/ "**SGFL**"/ "**the Issuer**"/ "**Issuer**") which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include its successors and permitted assigns, of the **FIRST PART**;

AND

INTERACTIVE FINANCIAL SERVICES LIMITED, a Company incorporated under the Companies Act, 1956 and having SEBI registration number INM000012856 and having its Registered Office at Office No. 508, Fifth Floor, Priviera, Nehru Nagar, Ahmedabad – 380 015, Gujarat, India, Gujarat, India (hereinafter referred to as "**IFSL**" or "**Book Running Lead Manager**" or "**BRLM**" and/or "**Underwriter**") which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include its successors and permitted assigns) of the **SECOND PART**

AND

B N RATHI SECURITIES LIMITED, a company registered under the Companies Act, 2013 and having its Registered Office at 6-3-652kautilya 4th Flooramrutha Estates Somajiguda, -380015 and registered as a Market Maker with the SME portal of NSE (hereinafter referred to as "**Market Maker**"), which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include their successors and permitted assigns, of the **THIRD PART**;

AND

SVCM SECURITIES PVT LIMITED, a company registered under the Companies Act, 2013 and having its Registered Office at B/702, Divine Jalpa, Gomti Bhavan, Jambli Galli, Borivali West, Mumbai – 400092 and registered as a Market Maker with the SME portal of NSE (hereinafter referred to as "**Market Maker**"), which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include their successors and permitted assigns, of the **FORTH PART**;

Herein Third and Forth Part being Market Maker for the First Part, jointly, collectively and individually remain and perform as Market Maker.

In this Agreement, the Company, the Book Running Lead Manager and the Market Makers are collectively referred to as "**Parties**" and individually as "**Party**".

WHEREAS:

1. The Issuer Company proposes to issue a initial public offer up to 68,00,000 Equity Shares of the Company of face value Rs. 10.00/- each through the Book Building Method "Book Built Issue" in accordance with the Chapter IX Securities and Exchange Board of India (Issue of Capital Disclosure Requirement) Regulations 2018 ("SEBI ICDR Regulations") as amended from time to time at an Issue Price of Rs. [●] per Equity Share (including a security premium of Rs. [●] per equity shares) aggregating to Rs. [●] lakhs.
2. The Equity Shares to be allotted in this Public Issue comprises a net issue to the public of upto 68,00,000 Equity Shares ("Net Issue") of the Company of face value Rs. 10.00/- each at an Issue Price of [●] each per Equity Share (including securities premium of Rs. [●] per equity share) aggregating to Rs. [●] and reserved portion for the Market Makers aggregating upto 68,00,000 Equity Shares of the Company of face value Rs. 10.00/- each at an Issue Price of Rs. [●] each per Equity Share (including securities premium of Rs. [●] per equity share) aggregating to Rs. [●]. The net issue to public shall comprise of issue to Retail Individual Investors, Qualified Institutional Buyers and Non-Institutional Investors.
3. The Issuer Company has obtained approval for the Public Issue pursuant to a resolution of our Board on March 09, 2025 and by a special resolution passed pursuant to Section 62(1)(C) of the Companies Act, 2013 at the Extra Ordinary General Meeting by the shareholders of our Company held on March 31, 2025.
4. The Issuer Company has entered into an Underwriting agreement dated May 02nd, 2025 with the Book Running Lead Manager and Underwriters i.e. Interactive Financial Services Limited (IFSL) where under the agreement IFSL has agreed to underwrite upto 68,00,000 Equity Shares to ensure that in case of under subscription, the entire unsubscribed portion of the Net Issue as mentioned in the Draft Red Herring Prospectus/ Red Herring Prospectus/ and Prospectus shall be arranged for subscription from their resources as per the specified in Underwriting Agreement and in compliance with the requirements of SEBI (ICDR) Regulations, 2018 and other applicable laws;



5. The Issuer Company will apply for listing approval on NSE for listing of Equity Shares on SME portal of NSE Limited ("NSE SME"). After incorporating the comments and observations of the NSE, the Issuer proposes to file the Prospectus with the Registrar of Companies, Ahmedabad (the "RoC"), the NSE and the Securities and Exchange Board of India ("SEBI") and will file a Prospectus in accordance with the Companies Act, 2013 (the "Companies Act"), and the SEBI (ICDR) Regulations, 2018.
6. According to Regulation 261 of the SEBI (ICDR) Regulations 2018, is that a IFSL being a Book Running Lead Manager to the public issue has to ensure compulsory Market Making through the stock brokers of the SME Exchange (in this case being the SME portal of NSE – NSE SME) during the compulsory Market Making Period.
7. **B N RATHI SECURITIES LIMITED**, is a registered stock broker /trading member of NSE having Clearing Activity No.07141 and SEBI registration number d SEBI registration number INZ000160834 is also registered for all activities related to is also registered for all activities related to NSE and has received its registration confirmation vide letter dated November 03, 2023 from NSE.
8. **SVCN SECURITIES PVT LIMITED**, is a registered stock broker /trading member of NSE having Clearing Activity No.90216 and SEBI registration number d SEBI registration number INZ000293732 is also registered for all activities related to is also registered for all activities related to NSE and has received its registration confirmation vide letter dated March 12, 2020 from NSE.
9. **B N RATHI SECURITIES LIMITED & SVCN SECURITIES PVT LTD.** (both) has agreed to offer 'market making' on the terms and conditions specified in this Agreement and confirmed that there is no conflict of interest arising from such transaction or arrangement.
10. **SGFL** has understood the preliminary arrangements in place and agreed to such appointment and parties have therefore agreed to enter into this Agreement for market making for Equity Shares issued through the Initial Public Offer.

NOW THEREFORE, this Agreement, witnesses, the terms and conditions agreed upon by the Market Marker, Issuer Company and the Book Running Lead Manager for the market making of the equity shares of the Issuer Company, as specified in the SEBI Regulations and the requirements of the NSE.

A. DEFINITIONS AND INTERPRETATIONS:

Capitalized terms/words not defined in this Agreement shall have the same meaning as set forth in the Draft Red Herring Prospectus/ Red Herring Prospectus/ and the Prospectus along with the corrigendum and the addendum, if any issued in regard to the Issue. In this Agreement (including the recitals above and the schedule hereto), except where the context otherwise requires, the below mentioned words and expressions shall mean the following

In this Agreement unless the context otherwise requires:

"Affiliates" with respect to any person means (a) any other person that, directly or indirectly, through one or more intermediaries, Controls or is Controlled by or is under common Control with such person, (b) any other person which is a holding company or subsidiary of such person, and/or (c) any other person in which such person has a "significant influence" or which has "significant influence" over such person, where "significant influence" over a person is the power to participate in the management, financial or operating policy decisions of that person but is less than Control over those policies and that shareholders beneficially holding, directly or indirectly through one or more intermediaries, a 10% or higher interest in the voting power of that person are presumed to have a significant influence over that person. For the purposes of this definition, (i) the terms "holding company" and "subsidiary" have the meaning set forth in the Companies Act, 2013.

"Allotment" shall mean the issue and allotment of Equity Shares pursuant to the Public Issue.

"Agreement" shall mean agreement entered between the parties or any other agreement as specifically mentioned.

"Applicant" shall mean any prospective investor who makes an application for Equity Shares in terms of the Prospectus and the Application Form.

"Application" shall mean an indication to make an offer during the period starting from issue opening date and issue closing date by prospective investor to subscribe to the Equity shares at the Issue Price including all revisions and modifications thereto.

"Application Form" shall mean the form used by an Applicant, including an ASBA Applicant, to make an Application and which will be considered as an application for Allotment in terms of the Prospectus.

ASBA Applicant" shall mean an Applicant who makes the Application through ASBA process

"Board of Directors" shall mean the Board of Directors of the Issuer, as duly constituted from time to time including any committees thereof, as context may refer to

"Business Day" shall mean any day (other than a Saturday or a Sunday and a public holiday) on which the SEBI, NSE Limited or the commercial banks in India, are open for business;

"NSE" shall mean NSE Limited, a stock exchange recognized by SEBI in terms of Securities Contracts (Regulation) Act, 1956.

"NSE SME" or "Exchange" or "SME platform of NSE" or "Stock Exchange" shall mean the SME platform of NSE Limited where the Equity Shares of the Issuer are proposed to be listed

"Companies Act" shall mean the Companies Act, 2013 read with rules made thereunder to the extent notified and as amended from time to time.

"Compulsory Market Making Period" shall mean the period of three (3) years commencing on the date of listing of the Equity Shares of the company on NSE SME pursuant to Regulation 261 of the SEBI (ICDR) Regulations, 2018 as amended from time to time. However, it has been provided that in terms of Regulation 277 of the SEBI ICDR Regulations, that a Company may migrate to the main board (in this case being the main board of NSE) and hence for the purpose of this Agreement, when the Company migrates to the main board, there is no requirement of "market making" and hence the Compulsory Market Making Period would be reduced to that extent.

"Controlling", "Controlled by" or "Control" shall have the same meaning ascribed to the term "control" under the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, or as amended.

"Controlling Person(s)" with respect to a specified person, shall mean any other person who Controls such specified person.

"Draft Red Herring Prospectus" shall mean the Draft Red Herring Prospectus of the Company which will be filed with SME platform of NSE Limited (NSE SME) in accordance with Section 26 of the Companies Act 2013 and in accordance with SEBI ICDR Regulations for getting in-principle approval.;

"Equity Shares" means the equity shares in the share capital of the Issuer Company.

"Force Majeure Event" shall mean:

- a complete break down or dislocation of business in the major financial markets affecting any or all of the cities of New Delhi, Ahmedabad, Mumbai, Kolkata, Chennai as a result of which the success of the Issue is likely to be prejudicially affected;
- declaration of war or occurrence of insurrection, civil commotion or any other serious or sustained financial, political or industrial emergency or disturbance affecting the financial markets in any or all of the cities of New Delhi, Ahmedabad, Mumbai, Kolkata and Chennai as a result of which the success of the Issue is likely to be materially and adversely affected; or
- any material adverse change in the international financial or political conditions as a result of which trading generally on the NSE is suspended for a continuous period of more than 2 (two) Business Days or future trading on the NSE is likely to be materially limited or restricted as a result of which the success of the Issue is likely to be materially and adversely affected.

"Indemnified Party" shall have the meaning given to such term in this Agreement.

"Indemnifying Party" shall have the meaning given to such term in this Agreement.

"Issue Agreement" shall mean the agreement dated May 02nd, 2025 entered between the Issuer Company and Book Running Lead Manager.

"Issue Documents" shall mean and include the Draft Red Herring Prospectus/ Red Herring Prospectus / Application Form (including Abridged Prospectus), the Prospectus and the corrigendum and the addendum, if any, issued in regard to the Issue and as and when approved by the Board of Directors of the Issuer and filed with NSE SME, ROC and SEBI (as and when applicable);

"Issue/Offer Price" means Rs. [●] per Equity Share of face value Rs. 10/- each. The Issuer Company, in consultation with the Book Running Lead Manager shall determine Issue Price at the time of Prospectus filling with the RoC, Ahmedabad. The said agreement is to be read along with the price and number of equity shares written in the prospectus for all the respective parties of the Agreement.

"Indemnified Party" means any Party entitled to receive indemnification pursuant to Section 8 of this Agreement.

"Indemnifying Party" means any Party from whom indemnity is sought by the Indemnifying Party pursuant to Section 8.

"Initial Public Issue" or "IPO" or "Public Issue" shall mean issue of up to 68,00,000 Equity Shares having face value of Rs. 10.00/- each in accordance with the Chapter IX SEBI (ICDR) Regulations, 2018 as amended from



time to at an Issue Price of Rs. [●] per Equity Share (including a security premium of Rs. [●] each) aggregating to Rs. [●].

"BRLM/ Book Running Lead Manager" shall mean the Book Running Lead Manager to the Issue i.e., Interactive Financial Services Limited.

"Listing Date" shall mean the date with effect from which the Equity Shares issued through this Public Issue being made are listed for trading by SME Platform of NSE Limited (NSE EMERGE).

"Market Maker" shall mean any person who is registered as a Market Maker with the NSE EMERGE, here **B N RATHI SECURITIES LIMITED & SVCM SECURITIES PVT. LIMITED** shall be the Market Maker for the Issue.

"Market Maker Reservation Portion", shall mean the reserved portion for the Market Maker aggregating [●] Equity Shares of Rs. 10.00/- each at for cash at a price of Rs. [●] per share (including a security premium of Rs. [●] each) (THE "ISSUE PRICE") aggregating to Rs. [●].

"Material Adverse Effect" shall mean, individually or in the aggregate, a material adverse effect on the condition, financial or otherwise, or in the earnings, business, management, operations or prospects of the Company and its subsidiaries, taken as a whole.

"Net Issue" shall mean further issue of equities shares, shares to be Allotted in this Public Issue comprising of [●] Equity Shares of Rs.10/- each at Issue Price of Rs [●] each, aggregating to Rs. [●].

Non-institutional Applicants shall mean all Applicants (including Eligible NRIs) who are not QIBs or Retail Individual Applicants and who have applied for Equity Shares for an amount more than Rs. 2, 00,000;

"Party" or "Parties" shall have the meaning given to such terms in the preamble to this Agreement.

"Prospectus" shall mean the Prospectus filed in terms of the Section 26 of Companies Act 2013 and which will be filed by the Issuer with the Registrar of the Companies (ROC) and the copy of the same shall be filed with NSE SME (i.e., Designated Stock Exchange) and SEBI in accordance with SEBI ICDR Regulations;

"Qualified Institutional Buyers" or "QIBs" shall have the meaning as defined under Regulation 2 (1) (ss) of the SEBI (ICDR) Regulations;

"Retail Individual Applicant" or "RIIs" shall mean individual Applicants (including HUFs applying through their Karta and Eligible NRIs), who have made an Application for Equity Shares for an amount not more than Rs. 2,00,000;

"RoC" shall mean the Registrar of Companies, Ahmedabad located at ROC Bhavan, Opp. Rupal Park Society, Behind Ankur Bus Stop, Naranpura, Ahmedabad-380013, Gujarat.

"SEBI" shall mean Securities and Exchange Board of India constituted under the Securities and Exchange Board of India Act, 1992; and

"SEBI Regulations" or "SEBI (ICDR) Regulations" or "ICDR Regulations" shall mean the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations 2018, as amended from time to time and the circulars and directions issued by SEBI in relation to the issue or market marking, as applicable.

"SME Platform of NSE (NSE SME)" shall mean the separate platform on the NSE Limited, for listing companies in terms of Chapter IX of the SEBI (ICDR) Regulations 2018.

"Underwriter Agreement" shall mean agreement entered between the Issuer, the Book Running Lead Manager and the Underwriter;

"Underwriters" shall mean underwriters to the Issue

1.2 In this Agreement, unless the context otherwise requires:

- words denoting the singular shall include the plural and vice versa;
- words denoting a person shall include an individual, corporation, company, partnership, trust or other entity;
- headings and bold typeface are only for convenience and shall be ignored for the purposes of interpretation;
- references to the word "include" or "including" shall be construed without limitation;
- references to this Agreement or to any other agreement, deed or other instrument shall be construed as a reference to such agreement, deed, or other instrument as the same may from time to time be amended, varied, supplemented or noted;

- f) reference to any party to this Agreement or any other agreement or deed or other instrument shall, in the case of an individual, include his or her legal heirs, executors or administrators and, in any other case, include its successors or permitted assigns;
- g) a reference to an article, section, paragraph or schedule is, unless indicated to the contrary, a reference to an article, section, paragraph or schedule of this Agreement;
- h) reference to a document includes an amendment or supplement to, or replacement or notation of, that document; and
- i) terms used in this Agreement and not specifically defined herein shall have the meanings given to such terms in the Underwriting Agreement, Draft Red Herring Prospectus/ Red Herring Prospectus/ and the Prospectus as the context requires.

1.3 The Parties acknowledge and agree that the Schedules attached hereto form an integral part of this Agreement.

2. MARKET MAKING

2.1 On the basis of the representations and warranties contained in this Agreement and subject to the terms and conditions herein, the Market Maker hereby agrees to ensure Market Making in the Equity Shares of the Issuer in the manner and on the terms and conditions contained elsewhere in this Agreement and as mentioned below:-

A. Subscribe to [●] equity shares being the market maker reservation portion as specified in the Prospectus, on a firm basis and pay the amounts as are specified in the Draft Red Herring Prospectus / Red Herring Prospectus and Prospectus. The Market Maker agrees not to withdraw its application. **Both Market Makers shall subscribe the equally (50 %) of reservation portion.**

B. Ensure Market Making in the Equity Shares of **SHREEJI GLOBAL FMCG LIMITED** in the manner and on the terms and conditions contained this Agreement, and as specified by SEBI and NSE from time to time.

2.1.1 The Market maker shall comply the net worth adequacy requirement specified by the NSE and SEBI regarding this matter from time to time.

2.2 The Market Maker(s) (individually or jointly) shall be required to provide a 2-way quote for 75% of the trading hours in a day. The same shall be monitored by the stock exchange. Further, the Market Maker(s) shall inform the exchange in advance for each and every black out period when the quotes are not being offered by the Market Maker(s). **Market Maker (Third Part) will take responsibility to put quotes for 18 months from the date of listing and remaining period of Market Making will be the responsibility of Market maker (Forth Part).**

2.3 The prices quoted by Market Maker shall be in compliance with the Market Maker Spread Requirements and other particulars as specified or as per the requirements of NSE SME (SME platform of NSE) and SEBI from time to time.

The Market Maker spread (i.e., the difference between the buy and the sell quote) shall not be more than 10% in compliance with the Market Maker spread requirements or as specified by NSE SME and/or SEBI from time to time.

2.4 The minimum depth of the quote shall be Rs. 1,00,000/-. However, the investors with holdings of value less than Rs. 1,00,000/- shall be allowed to offer their holding to the Market Maker in that scrip provided that he sells his entire holding in that scrip in one lot along with a declaration to the effect to the selling broker. The minimum lot size in the IPO is [●] Equity Shares, thus, the minimum depth of the quote shall be such an amount that the minimum lot of [●] Equity Shares is met, until the same is revised by Stock Exchange.

2.5 The Market Maker shall not sell in lots less than the minimum contract size allowed for trading on the SME Platform (in this case currently the minimum trading lot size is [●] equity shares; however, the same may be changed by the SME Platform of stock exchange from time to time).

2.6 After a period of three (3) months from the market making period, the Market Maker would be exempted to provide quote if the Equity Shares of Market Maker in our company reaches to 25% of Issue Size (including the [●] Equity Shares to be allotted under this Issue to the Market Maker). Any Equity Shares allotted to Market Maker under this Issue over and above 5% of Issue Size would not be taken into consideration of computing the threshold of 25% of Issue Size. As soon as the Shares of Market Maker in our Company reduces to 24% of Issue Size, the Market Maker will resume providing 2 way quotes.

2.7 There shall be no exemption/threshold on downside. However, in the event the Market Maker exhausts his inventory through market making process, the stock exchange may intimate the same to SEBI after due verification.




- 2.8 Execution of the order at the quoted price and quantity must be guaranteed by the Market Maker(s), for the quotes given by him.
- 2.9 There would not be more than five (5) Market Makers for a scrip of the company at any point of time. These would be selected on the basis of objective criteria to be evolved by the Exchange which would include capital adequacy, net worth, infrastructure, minimum volume of business etc. The Market Makers may compete with other Market Maker for better quotes to the investors.
- 2.10 The Market Maker shall not buy the Equity Shares from the Promoters or Promoter Group of the Issuer or any person who has acquired Equity Shares from such Promoter or Promoter Group, during the Compulsory Market Making Period.
- 2.11 On the first day of the listing, there will be pre-opening session (call auction) and there after the trading will happen as per the equity market hours. The circuits will apply from the first day of the listing on the discovered price during the pre-open call auction. The securities of the company will be placed in Special Pre-Open Session (SPOS) and would remain in Trade for Trade settlement for 10 days from the date of listing of Equity shares on the Stock Exchange.
- 2.12 The Market Maker shall start providing quotes from the day of the listing / the day when designated as the Market Maker for the respective scrip and shall be subject to the guidelines laid down for market making by the Exchange.
- 2.13 The Equity Shares of the Issuer will be traded in continuous trading session from the time and day the Issuer gets listed on NSE SME and Market Maker will remain present as per the guidelines mentioned under NSE Limited and SEBI circulars or amended from time to time.
- 2.14 The Promoters' holding of the Issuer which is locked-in shall not be eligible for offering to Market Maker during the Compulsory Market Making period. However, the Promoters' holding of the Issuer which is not locked in as per SEBI ICDR Regulations can be traded with prior permission of the NSE SME, in the manner specified by SEBI from time to time.
- 2.15 The BRLM, if required, has a right to appoint a nominee director on the Board of the Issuer any time during the Compulsory Market Making period provided it meets requirements of the SEBI ICDR Regulations.
- 2.16 The Market Maker shall not be responsible to maintain the price of the Equity Shares of the Issuer at any particular level and is purely supposed to facilitate liquidity on the counter of the Issuer via its 2-way quotes. The price shall be determined and be subject to market forces.
- 2.17 There will be special circumstances under which the Market Maker may be allowed to withdraw temporarily/fully from the market for instance due to system problems, any other problems. All controllable reasons require prior approval from the Exchange, while force-majeure will be applicable for non controllable reasons. The decision of the Exchange for deciding controllable and non- controllable reasons would be final.
- 2.18 Once registered as a Market Maker, he has to act in that capacity for a period as mutually decided between the Book Running Lead Manager and Market Maker. Once registered as a Market Maker, he has to start providing quotes from the day of the listing/the day when designated as the Market Maker for the respective scrip and shall be subject to the guidelines laid down for market making by the Stock Exchange.
- 2.19 The Market Maker shall have the right to terminate said arrangement by giving a six month notice or on mutually acceptable terms to the Book Running Lead Manager, who shall then be responsible to appoint a replacement Market Maker.
- 2.20 In case of termination of the above-mentioned Market Making agreement prior to the completion of the compulsory Market Making period, it shall be the responsibility of the Book Running Lead Manager to arrange for another Market Maker in replacement during the term of the notice period being served by the Market Maker but prior to the date of releasing the existing Market Maker from its duties in order to ensure compliance with the requirements of Regulation 261 of the SEBI (ICDR) Regulations, 2018. Further our Company and the Book Running Lead Manager reserve the right to appoint other Market Maker either as a replacement of the current Market Maker or as an additional Market Maker subject to the total number of Designated Market Maker does not exceed five (5) or as specified by the relevant laws and regulations applicable at that particulars point of time. The Market Making Agreement is available for inspection at our Registered Office from 11.00 a.m. to 5.00 p.m. on working days.
- 2.21 **Risk containment measures and monitoring for Market Makers:** SME portal of NSE will have all margins, which are applicable on the NSE main board viz., Mark-to-Market, Value-At-Risk (VAR) Margin, Extreme Loss Margin, Special Margins and Base Minimum Capital etc. NSE can impose any other margins as deemed necessary from time-to-time.







- 2.22 **Punitive Action in case of default by Market Makers:** SME portal of NSE will monitor the obligations on a real time basis and punitive action will be initiated for any exceptions and/or non-compliances. Penalties / fines may be imposed by the Exchange on the Market Maker, in case he is not able to provide the desired liquidity in a particular security as per the specified guidelines. These penalties / fines will be set by the Exchange from time to time. The Exchange will impose a penalty on the Market Maker in case he is not present in the market (offering two way quotes) for at least 75% of the time. The nature of the penalty will be monetary as well as suspension in market making activities / trading membership.

The Department of Surveillance and Supervision of the Exchange would decide and publish the penalties / fines / suspension for any type of misconduct/ manipulation/ other irregularities by the Market Maker from time to time.

Any punitive action in case of default by market maker, Market Maker (Third Part) will take responsibility for punitive action and penalty for 18 months from the date of listing and remaining period of Market Making will take responsibility of Market maker (Forth Part). Any penalty /fine for non compliance and irregularities during the Market maker period as agreed between the two market makers will compensate each other for assigned period as decided between them.

- 2.23 Price Band and Spreads SEBI Circular bearing reference no: CIR/MRD/DP/02/2012 dated January 20, 2012, has laid down that for issue size up to ₹ 250 crores, the applicable price bands for the first day shall be
- In case equilibrium price is discovered in the Call Auction, the price band in the normal trading session shall be 5% of the equilibrium price.
 - In case equilibrium price is not discovered in the Call Auction, the price band in the normal trading session shall be 5% of the issue price.
- 2.24 Additionally, the trading shall take place in TFT segment for first 10 days from commencement of trading. The following spread will be applicable on the NSE SME.

Sr. No.	Market Price Slab (in `)	Proposed spread (in % to sale price)
1	Up to 50	9
2	50 to 75	8
3	75 to 100	6
4	Above 100	5

- 2.25 After completion of the first three months of market making, in terms of SEBI Circular No. CIR/MRD/DSA/31/2012 dated November 27, 2012; the Market Maker shall be exempt from providing buy quote on attaining the prescribed threshold limits (including the mandatory allotment of 5% of Equity Shares of the Offer). Further, the Market Maker can offer buy quotes only after the Market Maker complies with prescribed re-entry threshold limits. Only those Equity Shares which have been acquired by the Market Maker on the platform of the SME Exchange during market making process shall be counted towards the Market Maker's threshold. The Market Maker shall be required to provide two way quotes during the first three months of the market making irrespective of the level of holding.
- 2.26 Additionally, the trading shall take place in TFT segment for first 10 days from commencement of trading. The price band shall be 20% and the market maker spread (difference between the sell and the buy quote) shall be within 10% or as intimated by Exchange from time to time. The call auction is not applicable of those companies, which are listed at SME platform.
- 2.27 All the above mentioned conditions and systems regarding the Market Making Arrangement are subject to change based on changes or additional regulations and guidelines from SEBI and Stock Exchange from time to time.
- 3 Further, the following shall apply to Market Maker while managing its inventory during the process of market making:
- 3.2.1.1 The exemption from threshold as per table below shall not be applicable for the first three (3) months of the Compulsory Market Making Period and the Market Maker shall be required to provide two-way quotes during this period irrespective of the level of holding.
- 3.2.1.2 Threshold for market making as per table below will be inclusive of mandatory inventory of 5% of Issue Size at the time of Allotment in the Issue.
- 3.2.1.3 Any initial holdings over and above such 5% of Issue size would not be counted towards the inventory levels prescribed



- 3.2.1.4 Apart from the above mandatory inventory, only those Equity Shares which have been acquired on the platform of the Exchange during market making process shall be counted towards the Market Maker's threshold.
- 3.2.1.5 Threshold limit will be taken into consideration, the inventory level across market makers.
- 3.2.1.6 The Market Maker shall give two-way quotes till it reaches the upper limit threshold; thereafter it has the option to give only sell quotes.
- 3.2.1.7 Two-way quotes shall be resumed the moment inventory reaches the prescribed re-entry threshold.
- 3.2.1.8 In view of the market making obligation, there shall be no exemption/threshold on downside. However, in the event the market maker exhausts his inventory through market making process on the platform of the Exchange, the Exchange may intimate the same to SEBI after due verification.

Issue Size	Buy quote exemption threshold (including mandatory initial inventory of 5% of Issue size)	Re-entry threshold for buy quotes (including mandatory initial inventory of 5% of Issue size)
Upto Rs. 20 Crore	25 %	24 %
Rs. 20 Crore to Rs. 50 Crore	20 %	19 %
Rs.50 Crore to Rs. 80 Crore	15 %	14 %
Above Rs.80 Crore	12 %	11 %

4. REPRESENTATIONS AND WARRANTIES BY THE MARKET MAKER

- 4.1 In addition to any representations of the Market Maker under the Underwriting Agreement or the documents filed with the SME Platform of NSE (NSE EMERGE), the Market Maker hereby represents and warrants that:
- it has taken all necessary actions to authorize the signing and delivery of this Agreement;
 - the signing and delivery of this Agreement and the compliance with this Agreement does not violate any law, rule, regulation or agreement, document or instrument binding on or applicable to the Market Maker;
 - it will comply with all of its respective obligations set forth in this Agreement;
 - it shall ensure compliance with the applicable laws and rules laid down by SEBI and the SME Platform of NSE with respect to Market Making in general and Market Making in the Equity Shares of the Issuer Company in specific;
 - it shall follow fair trade practices and abide by the code of conducts and ethics standards specified by SEBI, Stock Exchanges and other related associations from time to time;
 - Market Maker shall comply with all applicable bye-laws, laws, rules, guidelines and regulations for the term of this Agreement;
 - In case of any regulatory action or investigation on Market Maker, which if materialized, may negatively and substantially impact the financial position of the Market Maker or may result in suspension/cancellation of license of Market Maker, the Market Maker shall inform the Issuer and the BRLM in advance about such action/investigation
- 4.2 The Market Maker acknowledges that, it is under a duty to notify the Book Running Lead Manager and the SME Platform of NSE (NSE EMERGE), immediately in case it becomes aware of any breach of a representation or a warranty.

4.3 REPRESENTATIONS AND WARRANTIES BY THE BOOK RUNNING LEAD MANAGER

- 4.3.1 In addition to any representations of the Book Running Lead Manager under the Due Diligence Certificate and Underwriting Agreement, the Book Running Lead Manager hereby represents and warrants that:
- it has taken all necessary actions to authorize the signing and delivery of this Agreement;
 - the signing and delivery of this Agreement and the compliance with this agreement does not violate any law, rule, regulation or agreement, document or instrument binding on or applicable to the Book Running Lead Manager;
 - it will comply with all of its respective obligations set forth in this Agreement;
 - it shall ensure compliance with the applicable laws and rules laid down by SEBI and the SME portal of NSE with respect to its role of the Book Running Lead Manager in the Market Making process in general and Market Making process in the Equity Shares of the Issuer Company in specific;
 - it shall follow fair trade practices and abide by the code of conduct and ethics standards specified by SEBI, Stock Exchange and related associations from time to time.
- 4.3.2 The Book Running Lead Manager acknowledges that it is under a duty to notify the Market Maker and the SME portal of NSE immediately in case it becomes aware of any breach of a representation or a warranty.








- 4.3.3 Notwithstanding the above sub-section, the BRLM shall not be responsible for market price movements and the orders which would be executed by the Market Maker in the scrip of the Issuer. The BRLM shall not in any way get involved in day-to-day trading, pricing or similar operational matters.

5. REPRESENTATIONS AND WARRANTIES BY THE ISSUER COMPANY

- 5.1 In addition to any representations of the Issuer Company under the Draft Red Herring Prospectus/ Red Herring Prospectus/ Prospectus and Underwriting Agreement, the Issuer Company hereby represents and warrants that:
- it has taken all necessary actions to authorize the signing and delivery of this Agreement;
 - the signing and delivery of this Agreement and the compliance with this agreement does not violate any law, rule, regulation or agreement, document or instrument binding on or applicable to the Issuer Company;
 - it will comply with all of its respective obligations set forth in this Agreement;
 - it shall ensure compliance with the applicable laws and rules laid down by SEBI and SME portal of NSE with respect to its role of the Issue Company in the Market Making process in general and Market Making process in the Equity Shares of the Issuer Company in specific;
 - it shall follow fair trade practices and abide by the code of Conducts and ethics standards specified by SEBI, Stock Exchange and related associations from time to time.
 - It shall comply with the listing agreement and the provisions of the SEBI Act and the Regulations made there under as applicable.

6. CONDITIONS TO THE MARKET MAKER OBLIGATIONS

- 6.1 The obligations of the Market Maker under this Agreement are subject to the following conditions:
- Subsequent to the execution and delivery of this Agreement and prior to the Listing Date there shall not have occurred any regulatory change, or any development involving a prospective regulatory change or any order or directive from SEBI, the SME portal of NSE or any other governmental, regulator or judicial authority that, in the judgment of the Market Maker, is material and adverse and that makes it, in the judgment of the Market Maker, impracticable to carry out market making.
 - The representations and warranties of the Book Running Lead Manager and Issuer Company contained in this Agreement shall be true and correct on and as of the Listing Date and both these parties shall have complied with all the conditions and obligations under this Agreement and the Underwriting Agreement on its part to be performed or satisfied on or before the Listing Date.
 - The Market Maker shall have received evidence satisfactory to them that the Equity Shares have been granted final listing approval by the SME portal of NSE and that such approvals are in full force and effect as of the Listing Date.
 - Subsequent to the Listing Date and without having served the notice period required to terminate this agreement, the Market Maker shall not be released from its obligations in any situation, except for technical failure or Force Majeure Event. In case of technical failure or force majeure event occurring due to the Market Maker's own system, the Market Maker shall inform the Book Running Lead Manager, Issuer Company and the SME portal of NSE immediately and take necessary actions to correct this failure upon discovery. For the purpose of this Section, Force Majeure Event include war, riots, fire, flood, hurricane, typhoon earthquake, lightning, explosion, strikes, lockouts, slowdowns, prolonged shortage of energy supplies, and acts of state or governmental action prohibiting or impeding any Party from performing its respective obligations under this Agreement
 - If any conditions specified in 6.1 shall not have been fulfilled as and when required to be fulfilled, this Agreement may be terminated by the Market Maker by a written notice to the Book Running Lead Manager any time on or prior to the listing date; provided, however, that this Section 6.2, Sections 3, 4, 5, 6.3, 7, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19 20, 21, and 22 shall survive the termination of this Agreement.
 - Prior to the listing date, the Book Running Lead Manager and the Issuer shall have furnished to the Market Maker such further information, certificates, documents and materials as the Market Maker shall reasonably request in writing.
 - In case of termination of this Agreement prior to the completion of the compulsory Market Making period, it shall be the responsibility of the Book Running Lead Manager to arrange for another Market Maker during the term of notice period being served by the Market Maker but prior to the date of releasing the existing Market Maker from its duties in order to ensure compliance with the requirements of regulation 261 of the SEBI ICDR Regulations. In such a case, a revised agreement like this one shall have to be entered into and this too shall be the responsibility of the Book Running Lead Manager. However, certain terms and conditions may be modified on mutual consent of the Issuer and the Book Running Lead Manager, subject to such modifications being legal and allowed under the then applicable laws, rules and regulations.

7. MARKET MAKING FEES AND OTHER RELATED ARRANGEMENTS

- 7.1 The Issuer Company shall pay to Market Maker the fees and commissions as per Schedule A in respect of the obligations undertaken by the Market Maker to ensure that there is an active Market Making in the Equity Shares of the Issuer Company as required under the SEBI (ICDR) Regulations 2018. Such aggregate fees shall be divided in the manner set forth in Schedule A and will be paid to the Market Maker



or such other persons, as may be applicable as directed by the Book Running Lead Manager from time to time.

- 7.2 The Issuer Company and/or Book Running Lead Manager shall not bear any other expenses or losses, if any, incurred by the Market Maker in order to fulfill their market making obligations, except for the fees/commissions etc. mentioned in Schedule A of this Agreement.
- 7.3 Provided further that the Market Maker may, if so required, demand for an interest free good faith deposit of Rs. 50 Lakhs from the Issuer Company and the Issuer Company agrees to provide the same. Provided further that, such an interest free good faith deposit shall remain refundable and shall have to be refunded, upon retiring the said Market Maker from its duties.
- 7.4 The Issuer shall take steps to pay the Market Maker's fees as per the engagement letter entered into with the Market Maker

8 INDEMNITIES

- 8.1 The Issuer agrees to indemnify and hold harmless the Book Running Lead Manager and the Market Maker:
- 8.1.1 against any and all loss, liability, claim, damage, costs, charge and expense, including without limitation, any legal or other expenses reasonably incurred in connection with investigating, defending, disputing or preparing such claim or action, whatsoever, as incurred, arising out of or based upon (i) any untrue statement or alleged untrue statement of a material fact contained in any of the Issue Documents (or any amendment or supplement thereto) or the omission or alleged omission to state therein a material fact necessary in order to make the statements therein, in the light of the circumstances under which they were made, not misleading; or (ii) any breach of the representations, warranties or covenants contained in this Agreement;
- 8.1.2 against any and all loss, liability, claim, damage and expense whatsoever, as incurred, to the extent of the aggregate amount paid in settlement of any litigation, or any investigation or proceeding by any governmental agency or body commenced, or of any claim whatsoever arising out of or based upon (i) any such untrue statement or omission or any such alleged untrue statement or omission; provided that any such settlement is effected with the written consent of the Issuer; or (ii) any breach of the representations, warranties or covenants contained in this Agreement; provided that any such settlement is effected with the written consent of the Issuer; and
- 8.1.3 against any and all expense whatsoever, as incurred (including the fees and disbursements of the legal counsel chosen by the Book Running Lead Manager and Market Maker(as the case may be), reasonably incurred in investigating, preparing or defending against any litigation, or any investigation or proceeding by any governmental agency or body, commenced or threatened, or any claim whatsoever arising out of or based upon (i) any such untrue statement or omission or any such alleged untrue statement or omission; to the extent that any such expense is not paid under Section 8.1.1 or 8.1.2 hereof; or (ii) any breach of the representations, warranties or covenants contained in this Agreement; to the extent that any such expense is not paid under Section 8.1.1 or 8.1.2 hereof.
- 8.2 The Issuer will not be liable to the Book Running Lead Manager, Underwriter and Market Maker to the extent that any loss, claim, damage or liability is found in a judgment by a Court to have resulted solely and directly from any of the underwriters severally, as the case maybe, in bad faith or gross negligence or willful misconduct, illegal or fraudulent acts, in performing the services under this Agreement.
- 8.3 The Market Maker shall indemnify the Book Running Lead Manager and the Issuer:
- 8.3.1 against any and all loss, liability, claim, damage, costs, charge and expense, including without limitation, any legal or other expenses reasonably incurred in connection with investigating, defending, disputing or preparing such claim or action, whatsoever, as incurred, arising out of or based upon (i) non-compliance/contravention of any regulation, SEBI rules/regulations, in any bad faith, dishonesty, illegal, fraudulent or the willful default or negligence on the part of market maker (ii) any breach of the representations, warranties or covenants contained in this Agreement.
- 8.3.2 against any and all loss, liability, claim, damage and expense whatsoever, as incurred, to the extent of the aggregate amount paid in settlement of any litigation, or any investigation or proceeding by any governmental agency or body commenced, or of any claim whatsoever arising out of or based upon (i) non-compliance of any regulation, SEBI rules/ regulations, any bad faith, dishonesty, illegal, fraudulent or the willful default or negligence on the part of market maker; or (ii) any breach of the representations, warranties or covenants contained in this Agreement; provided that any such settlement is effected with the written consent of the Issuer; and



- 8.3.3 against any and all expense whatsoever, as incurred (including the fees and disbursements of the legal counsel chosen by the Book Running Lead Manager and the Issuer, reasonably incurred in investigating, preparing or defending against any litigation, or any investigation or proceeding by any governmental agency or body, commenced or threatened, or any claim whatsoever arising out of or based upon (i) non-compliance/ contravention of any regulation, SEBI rules / regulations, in any bad faith, dishonesty, illegal, fraudulent or the willful default or negligence on the part of Market Maker to the extent that any such expense is not paid under Section 8.3.1 or 8.3.2 hereof; or (ii) any breach of the representations, warranties or covenants contained in this Agreement; to the extent that any such expense is not paid under Section 8.3.1 or 8.3.2 hereof.
- 8.4 In case any proceeding (including any governmental or regulatory investigation) is instituted involving the Indemnifying Party in respect of which indemnity is sought pursuant to Section 8.1 and 8.3 hereof, Indemnified Party shall promptly notify the Indemnifying Party in writing, against whom such indemnity may be sought (provided that the failure to notify the Indemnifying Party shall not relieve it from any liability that it may have under this Section 8 except to the extent that it has been materially prejudiced through the forfeiture of substantive rights or defenses by such failure; and provided further that the failure to notify the Indemnifying Party shall not relieve it from any liability that it may have to Indemnified otherwise than under this Section 8.4.
- 8.5 The Indemnifying Party on receipt of notice in writing under Section 8.4 and upon request of the Indemnified Party, shall retain counsel reasonably satisfactory to the Indemnified Party and shall pay the fees and disbursements of such counsel related to such proceeding. In any such proceeding, Indemnified Party shall have the right to retain its own counsel, but the fees and expenses of such counsel shall be at the expense of such Indemnified Party unless-
- 8.5.1 the Indemnifying Party and the Indemnified Party shall have mutually agreed in writing to the retention of such counsel;
- 8.5.2 the Indemnifying Party has failed within a reasonable time to retain counsel reasonably satisfactory to the Indemnified Party;
- 8.5.3 the Indemnified Party shall have reasonably concluded that there may be legal defenses available to it that are different from or in addition to those available to the Indemnifying Party; or
- 8.5.4 the named parties to any such proceeding (including any impleaded parties) include both the Indemnifying Party and the Indemnified Party and representation of both parties by the same counsel would be inappropriate due to actual or potential differing interests between them.

9. TERMS AND TERMINATION

- 9.1 Market Maker's engagement shall commence with effect from the date of this Agreement, and shall, unless terminated earlier, remain in force for a minimum period of three (3) years from the date of listing of the Equity Shares pursuant to the Issue. Once the Market Maker is registered, the Market Maker shall mandatorily act in the capacity as a market maker for a minimum period of three (3) months plus one (1) months' notice to NSE. In case the Market Maker gets de-registered as a Market Maker within three (3) years from the date of listing of Equity Shares, BRLM shall then be responsible to appoint a replacement market maker on mutually acceptable terms to the Issuer and BRLM.
- 9.2 The Market Maker shall be allowed to terminate this Agreement by giving a written notice to the Book Running Lead Manager, one (1) month prior to the date from which it wishes to discontinue its services. Provided, however that, if the BRLM agrees to the same, the notice period may be reduced in order to provide mutual comfort. Provided further that, the Market Maker may be replaced with a successor market maker, which is acceptable to Stock Exchange, the BRLM and the Issuer from time to time.
- 9.3 Notwithstanding section 9.2, the BRLM may terminate this Agreement with immediate effect in case of a material event pertaining to the Market Maker, which in view of the BRLM, affects the ability of the Market Maker to carry out its obligations or negatively affects the goodwill of the Issuer.
- 9.4 The BRLM agrees to consult with the Market Maker, to the extent practicable, prior to exercising its right to terminate this Agreement on the occurrence of a material event, it being acknowledged by the Market Maker that the exercise of the right to terminate this Agreement on such an occurrence is at the absolute discretion of the BRLM.
- 9.5 In case of termination of this Agreement prior to the completion of the Compulsory Market Making period, it shall be the responsibility of the BRLM to arrange another market maker during the term of the notice period being served by the current Market Maker but prior to the date of releasing the existing Market Maker from its duties in order to ensure compliance with the requirements of regulation 261 of the SEBI (ICDR) Regulations, 2018. In such a case, a revised agreement like this one shall have to be entered into and this too shall be the responsibility of the BRLM. However, certain terms and conditions may be



modified on mutual consent of the Issuer and the BRLM, subject to such modifications being legal and allowed under the applicable laws, rules and regulations.

- 9.6 It is agreed between the Parties hereto that in the event of the Issuer migrating to the main board of NSE, during the Compulsory Market Making Period, this Agreement shall stand terminated and the Market Maker shall no longer be obliged to provide the Issuer any market making services.

10. NOTICES

Any notice or other communication given pursuant to this Agreement must be in writing and (a) delivered personally, (b) sent by email, tele - facsimile or other similar facsimile transmission, (c) or sent by registered mail, postage prepaid, to the address of the party specified in the recitals to this Agreement, or to such fax number as may be designated in writing by such Party. All notices and other communications required or permitted under this Agreement that are addressed as provided in this Section 10 will (i) if delivered personally or by overnight courier, be deemed given upon delivery; (ii) if sent / delivered by email or tele - facsimile or similar facsimile transmission, be deemed given when electronically confirmed; and (iii) if sent by registered mail, be deemed given when received. The relevant information for serving a notice under this Section is as follows-

If to the Company:

SHREEJI GLOBAL FMCG LIMITED

Address: The Spire, Office No. 1205,
150 Feet Ring Road Near Ayodhya Circle,
Rajkot, Gujarat, India, 360006.

Tel No: +91 96642 26111

Website: : www.shreejifmcg.com

E-mail: shrijiagri@gmail.com

Contact Person: Mr. Jitendra Tulshidas Kakkad

If to the Book Running Lead Manager & Underwriter:

Interactive Financial Services Limited

Address: 508, Fifth Floor, Priviera, Nehru Nagar, Manekbag,
Ahmadabad City, Gujarat, India, 380015, Gujarat, India

Tel No.: +91 079- 4601 9796

(M): +91-9898055647

Web Site: www.ifinservices.in

Email: mbd@ifinservices.in

Investor Grievance Email: info@ifinservices.in

Contact Person: Pradip Sandhir

SEBI Registration No: INM000012856

If to the Market Makers:

Name: B.N. RATHI SECURITIES LIMITED

Address: 6-3-652, 4th Floor, Kautilya , Amrutha Estates, Somajiguda, Hyderabad - 500082

Tel: 040 40527777, 40526273

Email: compliance@bnrsecurities.com , crathi@bnrsecurities.com

Website: www.bnrsecurities.com

Contact Person: Mr. Chetan Rathi

SEBI Registration Number: INZ000160834

NSE Member Code: 07141

Name: SVCM SECURITIES PVT LIMITED

Address: B/702, Divine Jalpa, Gonti Bhavan, Jambli Galli, Borivali West, Mumbai – 400092

Tel: 022 28980308 / 8197716493

Email: svcmsecurities@gmail.com & rahul@svcm.in

Website: www.svcm.in

Contact Person: Rahul Jain

SEBI Registration Number: INZ000293732

NSE Member Code: 90216

11 TIME IS THE ESSENCE OF AGREEMENT

All obligations of the Company, the Book Running Lead Manager and the Market Maker are subject to the condition that time wherever stipulated, shall be of the essence of the Agreement. Consequently, any failure on the part of the Company or the Market Marker to adhere to the time limit shall unless otherwise



agreed between the Company and the Market Maker, discharge the Market Maker and/or Company of their respective obligations under this Agreement.

12. SEVERAL OBLIGATIONS

The Issuer Company, the Market Maker and the Book Running Lead Manager acknowledges and agrees that they are all liable on a several basis to each other in respect of the representations, warranties, indemnities, undertakings and other obligations given, entered into or made by each of them in this Agreement.

13. MISCELLANEOUS

The failure or delay of any party to enforce at any time any provision of this Agreement shall not constitute a waiver of such party's right thereafter to enforce each and every provision of this Agreement.

This Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but such counterparts shall, together, constitute only one instrument.

The Agreement shall be binding on and inure to the benefit of the Parties hereto and their respective successors. The Market Maker shall not assign or transfer any of its respective rights or obligations under this Agreement or purport to do so without the consent of the Book Running Lead Manager and Issuer Company. The Book Running Lead Manager shall not assign or transfer any of their respective rights or obligations under this Agreement or purport to do so without the consent of the Market Maker and Issuer Company.

14. GOVERNING LAW AND JURISDICTION

This Agreement shall be governed by and construed in accordance with the laws of the Republic of India and the Courts and Tribunals in Ahmedabad, Gujarat, India shall have exclusive jurisdiction over the matters arising between the Parties under the Agreement.

15. ARBITRATION

If any dispute, difference or claim arises between the Parties (the "**Disputing Parties**") hereto in connection with the validity, interpretation, implementation or alleged breach of the terms of this Agreement or anything done or omitted to be done pursuant to this Agreement, the Disputing Parties shall attempt in the first instance to resolve the same through mutual negotiation. If the dispute is not resolved through mutual negotiation within fifteen business days after a written request by any Disputing Party to commence discussions (or such longer period as the Disputing Parties may agree in writing) then the dispute shall be referred for final resolution to a sole arbitrator. The arbitrator shall be appointed by agreement between the Disputing Parties within 10 business days after a written notice served by any of them proposing a named arbitrator, or, if there is no such agreement, the disputes will be referred to four arbitrators (one to be appointed by the Market Maker, one to be appointed by the Book Running Lead Manager, one to be appointed by the Issuer Company and the fourth to be appointed by the three arbitrators so appointed) All proceedings in any such arbitration shall be conducted under the Arbitration and Conciliation Act, 1996, as amended from time to time, and shall be conducted in English. The arbitration shall take place in Ahmedabad, Gujarat, India.

The Arbitrator shall give a reasoned decision or award, including as to the costs of the arbitration, which shall be final and binding on the Parties. The Parties agree that the Arbitrator's award may be enforced against the Parties to the proceedings or their assets, wherever they may be found. The Parties shall co-operate in good faith to expedite (to the maximum extent practicable) the conduct of any arbitral proceedings commenced under this Agreement.

Each Party shall bear and pay its own costs, expenses, fees, disbursements and other charges of its counsel, in connection with the arbitration proceedings except as may be otherwise determined by the Arbitrator.

Any reference of any dispute, difference or claim to arbitration under this Agreement shall not affect the performance by the Parties of their respective obligations under this Agreement other than the obligations relating to the dispute, difference or claim referred to arbitration.

16. AMENDMENT

No amendment, supplement, modification or clarification to this Agreement shall be valid or binding unless set forth in writing and duly executed by all the Parties to this Agreement.

17. SEVERABILITY



If any provision of this Agreement is determined to be illegal, invalid or unenforceable in whole or in part, under any enactment or rule of law, such invalidity or unenforceable shall attach only to such provision or the applicable part of such provision or the applicable part of such provision and the remaining part of such provision and all other provisions of this Agreement shall continue to remain in full force and effect. In case any provision of this Agreement conflict with any provision of law including SEBI ICDR Regulations, and / or any other norms to be issued by SEBI, in force on the date of this Agreement or any time in future, the latter shall prevail.

18. COUNTERPARTS

This Agreement may be executed in one or more separate counterparts, each of which when so executed and delivered shall be deemed to be an original, but all such counterparts shall constitute one and the same instrument.

19. CUMULATIVE REMEDIES

The rights and remedies of each of the parties and each indemnified person under Sections 14 and 15 pursuant to this Agreement are cumulative and are in addition to any other rights and remedies provided by general law or otherwise.

19. ILLEGALITY

If any provision in this Agreement shall be held to be illegal, invalid or unenforceable, in whole or in part, under any enactment or rule of law, such provision or part shall to that extent be deemed not to form part of this Agreement but the legality, validity and enforceability of the remainder of this Agreement shall not be affected.

20. ASSIGNMENT

The Agreement shall be binding on and insure to the benefit of the Parties hereto and their respective successors

The Book Running Lead Manager shall not assign or transfer any of their respective rights or obligation under this Agreement or purport to do so without the consent of the Market Maker

No party may assign any of its rights under this Agreement without the consent of the party against whom the right operates. No provision of this Agreement may be varied without the consent of the Book Running Lead Manager.

21. CONFIDENTIALITIES

The Parties shall keep all information confidential which will be shared by the other Parties during the course of this Agreement and shall not disclose such confidential information to any third party without prior permission of the respective Party, except where such information is in public domain other than by reason of breach of this Section or when required by law, regulation or legal process or statutory requirement or by any governmental authority or by Stock Exchange to disclose the same. The terms of confidentiality Section shall survive the termination of the Agreement for reasons whatsoever

22. CONFLICTS OF INTEREST

Market Maker does not have any conflict of interest with the Issuer, except to the extent of its proposed shareholding in the Issuer, by virtue of being the Market Maker to this Agreement. Such appointment of Market Maker is in compliance with all the applicable provisions of SEBI Act, 1992 and SEBI Intermediary Regulation, 2008 and does not contravene the provisions of SEBI (Prohibition of Insider Trading) Regulation, 2015 and Securities and Exchange Board of India (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Market) Regulations, 2003.

The undersigned also hereby certifies and consents to act as Book Running Lead Manager and Market Maker to the aforesaid Public Issue and to their name being inserted as Book Running Lead Manager and Market Maker in the Draft Red Herring Prospectus/ Red Herring Prospectus / Prospectus which the Issuer Company intends to issue in respect of the proposed Further Public Issue and hereby authorize the Issuer Company to deliver this Agreement to SEBI and the SME portal of NSE ("NSE SME").



Rahul



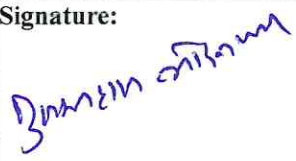
Chaitanya



In witness whereof, the Parties have entered into this Agreement on the date mentioned above.

SIGNED, SEALED and DELIVERED, for and on behalf of SHREEJI GLOBAL FMCG LIMITED	SIGNED, SEALED and DELIVERED, for and on behalf of INTERACTIVE FINANCIAL SERVICES LIMITED	SIGNED, SEALED and DELIVERED, for and on behalf of B N RATHI SECURITIES LIMITED	SIGNED, SEALED and DELIVERED, for and on behalf of SVCM SECURITIES PVT. LIMITED
			
Name: Jitendra Kakkad	Name: Pradip Sandhir	Name: Chetan Rathi	Name: Rahul Jain
Title: Managing Director	Title: Managing Director	Title: Authorize Signatory	Title: Authorize Signatory
DIN: 08020037	DIN: 06946411		

Witnesses:

Name: Dhruvi Kakkad	Name: Tulshidao	Name: G Sabitha Reddy	Name: Santosh Pachte
Address: Nizeti App+ Peeth - I. New Jagannath Rajkot.	Address: Nizeti APP, 1st block no:1 New Jagannath, Rajkot	Address: 6-3-652, 12 floor, Kautilya, Ameerthi Estates, Somaji-guda, Hyderabad 500062	Address: 155/24, Panyapole Road, Charni Road (E) Mumbai - 4.
Signature: 	Signature: 	Signature: 	Signature: 









SCHEDULE A

**MARKET MAKING FEES PAYABLE BY THE ISSUER COMPANY
TO THE MARKET MAKER**

- The Issuer Company shall pay a fee of Rs. 3,00,000/- Per Year Plus Goods & Service Tax for two years to be paid on advance to each Market maker.
- All applicable taxes will be additional and would be borne by the Issuer Company.
- The above mentioned fees or terms may change with the consent of the parties.
- Any other claims or other documentation and miscellaneous expenses will be borne by the issuer Company alone and that the total cost of the Issuer Company and / or Book Running Lead Manager for availing his market making Services shall be such amount excluding marketing making fees.

Samir



Rahul



Chandra

