

**ABRIDGED LETTER OF OFFER CONTAINING SALIENT FEATURES OF THE LETTER OF OFFER****FOR ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY ONLY**

This is an Abridged Letter of Offer containing salient features of the Letter of Offer dated **February 05,2025** which is available on the websites of the Registrar, our Company and the Stock Exchange where the equity shares of the Company are listed, i.e. Bombay Stock Exchange Limited You are encouraged to read greater details available in the Letter of Offer. Capitalized terms not specifically defined herein shall have the meaning ascribed to them in the Letter of Offer.

**THIS ABRIDGED LETTER OF OFFER CONTAINS 10 PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.**

Our Company has made available on the website of Registrar's i.e. at [www.beetalfinancial.com](http://www.beetalfinancial.com) and our Company's website at <https://lgos.in> this Abridged Letter of Offer, along with the Rights Entitlement Letter and Application Form, to the Eligible Equity Shareholders. You may also download the Letter of Offer from the websites of the Securities and Exchange Board of India ("SEBI"), the Stock Exchange and the Registrar, at [www.sebi.gov.in](http://www.sebi.gov.in), [www.bseindia.com](http://www.bseindia.com), and [www.beetalfinancial.com](http://www.beetalfinancial.com) respectively. The Application form is available on the website of our Company, RTA and BSE. In accordance with Regulation 76 of the SEBI ICDR Regulations and the SEBI Rights Issue Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details, see "*Procedure for Application through the ASBA Process*" on page 159 of the Letter of Offer.

**LADDU GOPAL ONLINE SERVICES LIMITED  
(FORMERLY KNOWN AS ETT LIMITED)**

**Registered office**- : House No 503/12 Main Bazar, Sabzi Mandi, Shakti Nagar North Delhi 110007;

**Contact person**: Ms. Juhi Khandelwal, Company Secretary & Compliance Officer

**Telephone**: 7383380911; **E-mail**: [ettsecretarial@gmail.com](mailto:ettsecretarial@gmail.com) ;

**Website**: <https://lgos.in> **Corporate Identity Number**: L90009DL1993PLC123728

**PROMOTERS OF OUR COMPANY**

**Sunil Hukumat Rajdev**

**FOR PRIVATE CIRCULATION TO THE ELIGIBLE EQUITY SHAREHOLDERS OF LADDU GOPAL ONLINE SERVICES LIMITED (FORMERLY KNOWN AS ETT LIMITED) (THE 'COMPANY' OR THE 'ISSUER') ONLY**

**DETAILS OF THE OFFER**

Type of Issue	Rights Issue Size (in number)	Rights Issue Size	Issue under SEBI (ICDR) Regulations
Rights Issue	1,65,89,856 Equity Shares	₹ 24,88,47,840 * <i>*Assuming full subscription</i>	Chapter III of SEBI ICDR Regulations

**ISSUE DETAILS, LISTING AND PROCEDURE**

**ISSUE OF UP TO 1,65,89,856 \*FULLY PAID UP EQUITY SHARES OF FACE VALUE OF ₹10/- (RUPEE TEN ONLY) ('EQUITY SHARES') EACH AT A PRICE OF ₹15/- (RUPEES FIFTEEN ONLY) PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹5/- (RUPEES FIVE ONLY) PER EQUITY SHARE) ('ISSUE PRICE') ('RIGHT SHARES') FOR AN AMOUNT AGGREGATING UP TO ₹ 24,88,47,840 (RUPEES TWENTY FOUR CRORE EIGHTY EIGHT LAKH FORTY SEVEN THOUSAND EIGHT HUNDRED FORTY ONLY) ON A RIGHTS ISSUE BASIS TO THE ELIGIBLE SHAREHOLDERS OF LADDU GOPAL ONLINE SERVICES LIMITED (FORMERLY KNOWN AS ETT LIMITED) ('COMPANY' OR 'ISSUER') IN THE RATIO OF 8 RIGHTS SHARES FOR EVERY 5 EQUITY SHARES HELD BY SUCH ELIGIBLE SHAREHOLDERS AS ON THE RECORD DATE, TUESDAY, FEBRUARY 11, 2025 ('ISSUE'). THE ISSUE PRICE IS 1.5 TIMES THE FACE VALUE OF THE EQUITY SHARE. FOR FURTHER DETAILS, KINDLY REFER TO THE SECTION TITLED 'TERMS OF THE ISSUE' BEGINNING ON PAGE 149 OF THIS LETTER OF OFFER**

\* Assuming full subscription. Subject to finalization of the Basis of Allotments Rights Issue of up to 24,88,47,840 Fully Paid-Up Equity Shares.

AMOUNT PAYABLE PER EQUITY SHARE (₹)	FACE VALUE (₹)	PREMIUM (₹)	TOTAL (₹)
On Application	10.00	5.00	15.00

**ABRIDGED LETTER OF OFFER CONTAINING SALIENT FEATURES OF THE LETTER OF OFFER**

One or more subsequent Call(s) as determined by our Board at its sole discretion, from time to time	-	-	-
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\* For further details on Payment Schedule, see ‘**Terms of the Issue**’ on page 149 of the Letter of Offer.

**Listing Details:** The existing Equity Shares of our Company are listed and traded on BSE Limited (“BSE”). Our Company has received ‘in-principle’ approval from the BSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide their letters dated **January 30, 2025** wide **LOD/RIGHT/HC/FIP/1760/2024-25**. Our Company will also make an application to the Stock Exchanges to obtain the trading approval for the Rights Entitlements as required under the SEBI circular (SEBI/HO/CFD/DIL2/CIR/P/2020/13) dated January 22, 2020. For the purpose of this Issue, the Designated Stock Exchange is BSE.

**Procedure:** If you wish to know about processes and procedures applicable to rights issue, you may refer section titled “**Terms of the Issue**” on page 149 of the Letter of Offer. You may download a copy of the Letter of Offer from the websites of our Company, SEBI, Stock Exchange and the Registrar as stated above.

**ELIGIBILITY FOR THE ISSUE**

Our Company is eligible to offer Rights Equity Shares pursuant to this Issue in terms of Chapter III and other applicable provisions of the SEBI ICDR Regulations. Further, our Company is undertaking this Issue in compliance with clause (1) of Part B of Schedule VI of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 (“SEBI ICDR Regulations”), our Company is required to make disclosures in accordance with Part B of Schedule VI to the SEBI ICDR Regulations.

The Promoter and members of Promoter group have given their intention to subscribe to additional Rights Equity Shares, over and above their Rights Entitlements (including the unsubscribed portion in the Issue, if any) jointly or severally, subject to compliance with the minimum public shareholding requirements, as prescribed under the SCRR and the SEBI (LODR) Regulations.

**MINIMUM SUBSCRIPTION**

In accordance with Regulation 86 of SEBI (ICDR) Regulations, if our Company does not receive the minimum subscription of 90% of the Issue Size, or the subscription level falls below 90% of the Issue Size, after the Issue Closing Date on account of withdrawal of applications, our Company shall refund the entire subscription amount received within 4 days from the Issue Closing Date. In the event that there is a delay in making refund of the subscription amount by more than four days after our Company becomes liable to pay subscription amount or such other period as prescribed by applicable laws, our Company shall pay interest for the delayed period at rate prescribed under applicable laws. The above is subject to the terms mentioned under “Terms of the Issue” on page 149 of this Letter of Offer.

**INDICATIVE TIMETABLE\***

Issue Opening Date	<b>Friday, February 21, 2025</b>	Date of Allotment (on or about)	<b>Tuesday, 11 March, 2025</b>
Last Date for on Market Renunciation #	<b>Thursday, February 27, 2025</b>	Initiation of Refunds (on or about)	<b>Thursday, 13 March, 2025</b>
Issue Closing Date ##	<b>Wednesday, March 05, 2025</b>	Date of Credit (on or about)	<b>Monday, 17 March, 2025</b>
Finalisation of Basis of allotment with the Designated Stock Exchange (on or about)	<b>Monday, 10 March, 2025</b>	Date of Listing (on or about)	<b>Wednesday, 19 March, 2025</b>

**Please note**

\* **The above time table is indicative and does not constitute any obligation on our Company**

# **Eligible Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renounce on or prior to the Issue Closing Date**

## **Our Board or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (Inclusive of Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.**

**NOTICE TO INVESTORS**

The Letter of Offer, this Abridged Letter of Offer, the Application Form, the Rights Entitlement Letter and any other material relating to the Issue (collectively, the "Issue Materials") will be sent/ dispatched only to the Eligible Equity Shareholders who have provided an Indian address to our Company. In case such Eligible Equity Shareholders have provided their valid e-mail address to us, the Issue Materials will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the Issue Materials will be physically dispatched, on a reasonable effort basis, to the Indian addresses provided by them. Those overseas shareholders who do not update our records with their Indian address or the address of their duly authorised representative in India, prior to the date on which we propose to dispatch the Issue Materials, shall not be sent the Issue Materials.

Further, the Letter of Offer will be provided to those who make a request in this regard.

The Company and the Registrar will not be liable for non-dispatch of physical copies of Issue materials, including the Letter of Offer, the Abridged Letter of Offer, the Rights Entitlement Letter and the Application Form.

**NO OFFER IN THE UNITED STATES**

**The Letter of Offer is being delivered only to investors outside the United States in "offshore transactions" as defined in, and in compliance with, Regulation S. None of the Rights Entitlements or the Rights Equity Shares has been, or will be, registered under the US Securities Act of 1933, as amended (the "Securities Act") or any state securities laws in the United States and may not be offered or sold within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements under the Securities Act and applicable U.S. state securities laws.**

**No action has been, or will be, taken to permit the Issue in any jurisdiction where action would be required for that purpose, except that the Letter of Offer is being filed with the Stock Exchanges and submitted to SEBI for information and dissemination. Accordingly, the Rights Entitlements and the Rights Equity Shares may not be offered or sold, directly or indirectly, and Issue Materials or advertisements in connection with this Issue may not be distributed, in whole or in part, in or into any jurisdiction, except in accordance with the legal requirements applicable in such jurisdiction.**

**GENERAL RISKS**

Investment in equity and equity related securities involves 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 investment. Investors are advised to read the Risk Factors carefully before taking an investment decision in this Issue. For taking an investment decision, Investors must rely on their own examination of our Company and the Issue including the risks involved. The Rights Equity Shares being offered in this Issue have neither been recommended nor approved by Securities and Exchange Board of India ("SEBI") nor does SEBI guarantee the accuracy or adequacy of the contents of Letter of Offer. Investors are advised to refer to "Risk Factors" beginning on page 24 of Letter of Offer and Internal Risk Factors on page 6 of this Abridged Letter of Offer, before making an investment in this Issue.

<p><b>Name of the Registrar to the Issue and contact details</b></p>	<p><b>Beetal Financial &amp; Computer Services (P)Ltd</b>  <b>Beetal House, 3rd Floor, 99, Madangir, Behind Local Shopping Centre, Near Dada Harsukhdas Mandir, New Delhi-110062;</b>  <b>Tel: 011-29961281-83, 011-26051061, 26051064</b>  <b>Fax: 011 2996 1284</b>  <b>Email: beetal@beetalfinancial.com</b>  <b>Website: www.beetalfinancial.com</b>  <b>Investors Grievance E-mail: beetal@beetalfinancial.com</b>  <b>Contact Person: Mr. Punit Mittal, General Manager</b>  <b>SEBI Registration Number: INR000000262</b></p>
<p><b>Name of the Statutory Auditor</b></p>	<p><b>M/S. S. SDPM &amp; CO.</b>  <b>CHARTERED ACCOUNTANTS</b></p>

**ABRIDGED LETTER OF OFFER CONTAINING SALIENT FEATURES OF THE LETTER OF OFFER**

<b>Self-Certified Syndicate Banks (“SCSBs”)</b>	The list of banks that have been notified by SEBI to act as the SCSBs for the ASBA process is provided on the website of SEBI <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes</a> and is updated from time to time. For a list of branches of the SCSBs named by the respective SCSBs to receive the ASBA Forms from the Designated Intermediaries, please refer to the below-mentioned link:- <a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes</a> On Allotment, the amount will be unblocked and the account will be debited only to the extent required to pay for the Rights Equity Shares Allotted.
<b>Banker to the Issue</b>	<b>ICICI Bank Limited</b> <b>Address:</b> Capital Market Division, 5th Floor, HT Parekh Marg Churchgate, Mumbai - 400020 <b>Contact Person:</b> Mr. Varun Badai <b>E-mail ID:</b> <a href="mailto:ipocmg@icicibank.com">ipocmg@icicibank.com</a> <b>Contact Details:</b> 022- 68052182 <b>Website:</b> <a href="http://www.icicibank.com">www.icicibank.com</a> <b>SEBI Registration Number:</b> INBI00000004 <b>CIN:</b> L65190GJ1994PLC021012

**1. SUMMARY OF BUSINESS:-**

Our Company was originally incorporated as a public limited company under the Companies Act, 1956 pursuant to a certificate of incorporation issued by the Registrar of Companies, Delhi dated November 11, 1993 with the name Indian Express Multimedia Limited ‘ETT Limited. The Company on 30th September, 2024 changed its Name from ‘ETT Limited’ to ‘Laddu Gopal Online Services Limited’ issued by Registrar of Companies, Delhi. Further, The Corporate Identification Number of Our Company is L90009DL1993PLC123728.

Our Company is listed on the BSE Limited (BSE) effective from March 12, 2014 bearing Symbol ‘ETT’. The ISIN of our company is INE546I01017. And the Scrip code is 537707.

Our Company has also received the approval from its Shareholders and the Registrar of Companies for the Change in the name from ETT Limited to Laddu Gopal Online Services Limited.

We engage in the business of social media marketing and management, including but not limited to creating, managing, and optimizing social media accounts, developing and executing digital marketing strategies, content creation, social media advertising, influencer marketing, and audience engagement. To offer digital advertising services, including display advertising, video advertising, programmatic advertising, and media buying across social media platforms, websites, mobile applications, and other digital channels. To provide consulting, training, and advisory services in the areas of digital marketing, social media strategy, online branding, content marketing, and analytics to businesses and individuals. To develop, design, and maintain digital products, tools, and platforms, including content management systems, customer relationship management systems (CRM), Email marketing tools, and marketing automation systems for online and digital marketing. To carry on the business of online brand management and reputation management by monitoring and managing the digital presence and public perception of brands, businesses, and individuals on the internet and social media platforms. To create, manage, and distribute online content in the form of blogs, videos, podcasts, infographics, and other multimedia for the purpose of digital marketing, brand promotion, and online engagement.

**2. SUMMARY OF OBJECTS OF THE ISSUE AND MEANS OF FINANCE: -**

The proposed utilization of Issue Proceeds is set forth below:

		<i>(in ₹ Lakhs)</i>
Sr. No.	Particulars	Amount
1.	Gross Proceeds from the Issue <sup>#</sup>	2488.478
2.	Less :Estimated Issue related Expenses*	50.00
	<b>Net Proceeds from the Issue</b>	<b>2438.478</b>

\*Subject to the finalisation of the Basis of Allotment and the Allotment of the Rights Equity Shares. The amount utilised for general corporate purposes shall not exceed 25% of the Gross Proceeds.

**Means of Finance**

The funding requirements mentioned above are based on our Company’s internal management estimates and have not been appraised by any bank, financial institution or any other external agency. They are based on current circumstances of our business and our Company may have to revise these estimates from time to time on account of various factors beyond our control, such as market conditions, competitive environment and interest or exchange rate fluctuations. Consequently, our Company’s funding requirements and deployment schedules are subject to revision in the future at the discretion of our management. However, any flexibility granted to the board/management to utilize the issue proceeds shall be exercised in full compliance with all applicable laws and regulations. If additional funds are required for the purposes as mentioned above, such requirement may be met through internal accruals, additional capital infusion, debt arrangements or any combination of them, subject to compliance with applicable laws.

The fund requirements set out above are proposed to be entirely funded from the Net Proceeds. Accordingly, we confirm that there are no requirements to make firm arrangements of finance under Regulation 62(1)(c) of the requirements to make firm arrangements of finance under Regulation 62(1)(c) of the SEBI ICDR Regulations through verifiable means towards 75% of the stated means of finance, excluding the amount to be raised from the Issue

**Proposed schedule of implementation and deployment of Net Proceeds**

We propose to deploy the Net Proceeds for the aforesaid purposes in accordance with the estimated schedule of implementation and deployment of funds set forth in the table below:

(Rupees in Lakh)

Sr. No.	Particulars	Amount to be deployed from Net Proceeds	Estimated deployment to Net Proceeds
			FY 2024
1.	To augment the existing and incremental working capital requirement of our company	1835.00	1835.00
2.	General Corporate Purposes <sup>#</sup>	603.478	603.478
	<b>Total Net Proceeds*</b>	<b>2438.478</b>	<b>2438.478</b>

<sup>#</sup>The amount to be utilized for General Corporate Purposes will not exceed 25% of the Gross Proceeds.

\*Assuming full subscription in the Issue, subject to finalization of the Basis of Allotment, receipt of Call Monies with respect to Rights Issue and to be adjusted per the Rights Entitlement ratio

To the extent our Company is unable to utilize any portion of the Net Proceeds towards the Objects, as per the estimated schedule of deployment specified above, Our Company shall deploy the Net Proceeds in the subsequent Financial Years towards the Objects.

**Interim use of Funds**

Our Company will have the flexibility to deploy the Net Proceeds in accordance with the policies established by our Board from time to time and in compliance with all the applicable laws. Pending utilization for the purposes described above, our Company intends to temporarily deposit the funds in the scheduled commercial banks included in the second schedule of Reserve Bank of India Act, 1934 as may be approved by our Board of Directors or a duly constituted committee thereof. In accordance with the Companies Act, our Company confirms that pending utilization of the Net Proceeds towards the stated objects of the Issue, our Company shall not use/deploy the Net Proceeds for buying, trading or otherwise dealing in shares of any other listed company or for any investment in the equity markets.

**3. SHAREHOLDING PATTERN**

**Shareholding pattern of our Company as per the last quarterly filing with the Stock Exchanges in compliance with the SEBI Listing Regulations:**

- a) The shareholding pattern of our Company as on December 31, 2024, can be accessed on the website of the BSE at: <https://www.bseindia.com/stock-share-price/ett-ltd/ett/537707/shareholding-pattern/>
- b) The statement showing holding of Equity Shares of the person belonging to the category “**Promoter and Promoter Group**” including details of lock- in, pledge of and encumbrance thereon, as on December 31, 2024 can be accessed on the website of the BSE at: <https://www.bseindia.com/corporates/shpPromoterNGroup.aspx?scripcd=537707&qtrid=124.00&QtrName=December%202024>
- c) The statement showing holding of securities (including Equity Shares, warrants, convertible securities) of persons belonging to the category “**Public**” including Equity Shareholders holding more than 1% of the total number of Equity Shares as on December 31, 2024 can be accessed on the website of the BSE at: <https://www.bseindia.com/corporates/shpdrPercent.aspx?scripcd=537707&qtrid=124.00&CompName=ETT%20Ltd&QtrName=December%202024&Type=TM>

**BOARD OF DIRECTORS**

BOARD OF DIRECTORS		
Name	Designation	Other Directorship/Partnership/Trusteeship/Proprietorship Held
Ms. Afsana Mirose Kherani	Executive Director (Managing Director)	1.Bluegod Entertainment Limited 2.Yellow Strings Entertainment private limited
Mr.Nitin Ashokkumar Khanna	Non-Executive - Non Independent Director	1.Roshani Herbal Agro Private Limited
Mr. Lovish kataria	Non – Executive Independent Director	1. Quasar India Limited 2. Every Day Protiens Limited 3. Rajnish Retail Limited 4. I.P. Roadlines (India) Limited 5.Afloat Enterprises Limited 6. Nimsteck Industries Limited 7. Kataria Kreations Private Limited

## ABRIDGED LETTER OF OFFER CONTAINING SALIENT FEATURES OF THE LETTER OF OFFER

Ms. Namrata sharma	Non – Executive Independent Director	<ol style="list-style-type: none"> <li>1. Julien Agro Infratech Limited</li> <li>2. Krishna Ventures Limited</li> <li>3. Quasar India Limited</li> <li>4. Spright Agro Limited</li> <li>5. Orion Nurionals Private Limited</li> </ol>
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**NEITHER OUR COMPANY NOR ANY OF OUR PROMOTERS OR DIRECTORS ARE DECLARED AS A WILLFUL DEFAULTERS OR FRAUDULENT BORROWER OR FUGITIVE ECONOMIC OFFENDER AS DEFINED UNDER SEBI ICDR REGULATIONS.**

#### 4. INTERNAL RISK FACTORS

For further details, please see the section titled “*Risk Factors*” beginning on page no. 23 of the Letter of Offer.

#### 6. SUMMARY OF LITIGATION

A summary of outstanding litigation proceedings pertaining to our Company as on the date of this Abridged Letter of Offer is provided below.

Name of Entity	Criminal Proceedings	Tax Proceedings	Outstanding Statutory or Regulatory Proceedings	Disciplinary actions by the SEBI or Stock Exchanges	Material Civil Litigations	Aggregate amount involved
<b>Company</b>						
By the Company	Nil	Nil	Nil	Nil	Nil	Nil
Against the Company	Nil	Nil	Nil	Nil	Nil	Nil
By the Promoter	Nil	Nil	Nil	Nil	Nil	Nil
Against the Promoter	Nil	Nil	Nil	Nil	Nil	Nil
By the Directors	Nil	Nil	Nil	Nil	Nil	Nil
Against the Directors	Nil	Nil	Nil	Nil	Nil	Nil
By the Group Companies	Nil	Nil	Nil	Nil	Nil	Nil
Against the Group Companies	Nil	Nil	Nil	Nil	Nil	Nil

For further details regarding these legal proceedings, please refer to chapter titled “*Outstanding Litigations and Material Developments*” on page 140 of the Letter of Offer

#### 8. TERMS OF THE ISSUE

##### Procedure for Application

**In accordance with Regulation 76 of the SEBI ICDR Regulations, the SEBI Rights Issue Circulars and the ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA.**

The Application Form can be used by the Eligible Equity Shareholders as well as the Renounees, to make Applications in this Issue basis the Rights Entitlement credited in their respective demat accounts or demat suspense escrow account, as applicable. For further details on the Rights Entitlements and demat suspense escrow account, see “*Term of Issue - Credit of Rights Entitlements in demat accounts of Eligible Equity Shareholders*” beginning on page 149 of the Letter of Offer.

Please note that one single Application Form shall be used by Investors to make Applications for all Rights Entitlements available in a particular demat account or entire respective portion of the Rights Entitlements in the demat suspense escrow account in case of resident Eligible Equity Shareholders holding shares in physical form as on Record Date and applying in this Issue, as applicable. In case of Investors who have provided details of demat account in accordance with the SEBI ICDR Regulations, such Investors will have to apply for the Equity Shares from the same demat account in which they are holding the Rights Entitlements and in case of multiple demat accounts, the Investors are required to submit a separate Application Form for each demat account.

Investors may apply for the Equity Shares by submitting the Application Form to the Designated Branch of the SCSB

or online/ electronic Application through the website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their respective ASBA Accounts. The Eligible Equity Shareholders who have not received the Application Form can download the Form available at the websites of the Registrar, Stock Exchange or the Company and submit the filled Form at Designated Branch of the SCSB.

Investors are also advised to ensure that the Application Form is correctly filled up stating therein:

- the ASBA Account (in case of Application through ASBA process) in which an amount equivalent to the amount payable on Application as stated in the Application Form will be blocked by the SCSB.



Applicants should note that they should very carefully fill-in their depository account details and PAN in the Application Form or while submitting application through online/ electronic Application through the website of the SCSBs (if made available by such SCSB). Please note that incorrect depository account details or PAN or Application Forms without depository account details shall be treated as incomplete and shall be rejected. For details see “- Grounds for Technical Rejection” on pages 167. Our Company, the Registrar and the SCSBs shall not be liable for any incomplete or incorrect demat details provided by the Applicants.

#### *Making of an Application through the ASBA process*

Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorization to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application.

#### *Self-Certified Syndicate Banks*

For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34> For details on Designated Branches of SCSBs collecting the Application Form, please refer the above-mentioned link. Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein, ASBA Applications may be submitted at the Designated Branches of the SCSBs, in case of Applications made through ASBA facility.

#### *Application on Plain Paper under ASBA Process*

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorizing such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any address outside India. In such cases of non-receipt of the Application Form through e-mail or physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source may make an Application to subscribe to this Issue on plain paper with the same details as per the Application Form that is available on the website of the Registrar, Stock Exchange or the Lead Manager. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorizing such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any Eligible Equity Shareholder who has not provided an Indian address or is a U.S. Person or in the United States.

Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently.

The application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars:

Name of our Company, being **LADDU GOPAL ONLINE SERVICES LIMITED (FORMERLY KNOWN AS ETT LIMITED)**

Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);

1. Registered Folio Number/DP and Client ID No.;
2. Number of Equity Shares held as on Record Date;
3. Allotment option – only dematerialized form;
4. Number of Rights Equity Shares entitled to;
5. Number of Rights Equity Shares applied for within the Rights Entitlements;
6. Number of additional Rights Equity Shares applied for, if any;
7. Total number of Rights Equity Shares applied for;
8. Total amount paid at the rate of ₹ 15/- per Rights Equity Share;
9. Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB;
10. In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address and branch of the SCSB with which the account is maintained;
11. Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue;

12. Authorization to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account;
13. Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB);
14. An approval obtained from the RBI, where a successful Application will result in the aggregate shareholding or total voting rights of the Eligible Equity Shareholder (along with persons acting in concert) in our Company, to be 26.00% or more of the post-issue paid-up equity share capital of our Company. Eligible Equity Shareholders must send a copy of the approval from any regulatory authority, as may be required, or obtained from the RBI to the Registrar at [www.beetalfinancial.com](http://www.beetalfinancial.com)

In addition, all such Eligible Equity Shareholders are deemed to have accepted the following:

*"I/ We understand that neither the Rights Entitlements nor the Rights Equity Shares have been, or will be, registered under the United States Securities Act of 1933, as amended (the "US Securities Act"), or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the "United States"), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act. I/ we understand the Rights Equity Shares referred to in this application are being offered and sold (i) in offshore transactions outside the United States in compliance with Regulation S under the US Securities Act ("Regulation S") to existing shareholders located in jurisdictions where such offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions and*

*(ii) in the United States to "qualified institutional buyers" (as defined in Rule 144A under the US Securities Act) ("U.S. QIBs") pursuant to Section 4(a)(2) of the US Securities Act and other exemptions from the registration requirements of the US Securities Act. I/ we understand that the Issue is not, and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlements for sale in the United States, or as a solicitation therein of an offer to buy any of the said Rights Equity Shares or Rights Entitlements in the United States, except in each case to persons in the United States who are U.S. QIBs. I/ we confirm that I am/ we are (a)(i) not in the United States and eligible to subscribe for the Rights Equity Shares under applicable securities laws or (ii) a U.S. QIB in the United States, (b) complying with laws of jurisdictions applicable to such person in connection with the Issue, and (c) understand that neither the Company, nor the Registrar or any other person acting on behalf of*

*the Company will accept subscriptions from any person, or the agent of any person, who appears to be, or who the Company, the Registrar or any other person acting on behalf of the Company have reason to believe is in the United States (other than U.S. QIBs) or is outside of India and the United States and ineligible to participate in this Issue under the securities laws of their jurisdiction.*

*I/ We will not offer, sell or otherwise transfer any of the Rights Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation. I/ We satisfy, and each account for which I/ we are acting satisfies,*

*(a) all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of my/our residence, and (b) is eligible to subscribe and is subscribing for the Rights Equity Shares and Rights Entitlements in compliance with applicable securities and other laws of our jurisdiction of residence.*

*I/ We understand and agree that the Rights Entitlements and Rights Equity Shares may not be reoffered, resold, pledged or otherwise transferred except in an offshore transaction in compliance with Regulation S, or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act.*

In cases where multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected.

Investors are requested to strictly adhere to these instructions. Failure to do so could result in an Application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at [www.beetalfinancial.com](http://www.beetalfinancial.com)

Our Company and the Registrar shall not be responsible if the Applications are not uploaded by SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

### **Rights Entitlements Ratio**

The Rights Securities are being offered on a rights basis to the Eligible Equity Shareholders in the ratio of 8 Rights Equity Share for every 5 Equity Shares held by the Eligible Equity Shareholders as on the Record Date.

### **Fractional Entitlements**

The Rights Securities are being offered on a rights basis to existing Eligible Equity Shareholders in the ratio of 8 Rights Equity Shares for every 5 Equity Shares held as on the Record Date. As per SEBI Rights Issue Circulars, the fractional entitlements are to be ignored. Accordingly, if the shareholding of any of the Eligible Equity Shareholders is less than 5 Equity Shares or is not in the multiple of 5 Equity Shares, the fractional entitlements of such Eligible Equity Shareholders shall be ignored by rounding down of their Rights Entitlements. However, the Eligible Equity Shareholders whose fractional entitlements are being ignored, will be given preferential consideration for the Allotment of one additional Rights Security if they apply for additional Rights Securities over and above their Rights Entitlements, if any, subject to availability of Rights Securities in this Issue post allocation towards Rights Entitlements applied for.

### **Renunciation of Rights Entitlements**

This Issue includes a right exercisable by Eligible Equity Shareholders to renounce the Rights Entitlements credited to their respective demat accounts either in full or in part. The renunciation from non-resident Eligible Equity



Shareholder(s) to resident Indian(s) and vice versa shall be subject to provisions of FEMA Rules and other circular, directions, or guidelines issued by RBI or the Ministry of Finance from time to time. However, the facility of renunciation shall not be available to or operate in favor of an Eligible Equity Shareholders being an erstwhile OCB unless the same is in compliance with the FEMA Rules and other circular, directions, or guidelines issued by RBI or the Ministry of Finance from time to time. The renunciation of Rights Entitlements credited in your demat account can be made either by sale of such Rights Entitlements, using the secondary market platform of the Stock Exchanges or through an off-market transfer. For details, see “*Procedure for Renunciation of Rights Entitlements*” on page 160.

The Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, will not be able to renounce their Rights Entitlements.

#### **Application for Additional Equity Shares**

Investors are eligible to apply for additional Rights Equity Shares over and above their Rights Entitlements, provided that they are eligible to apply for Rights Equity Shares under applicable law and they have applied for all the Rights Equity Shares forming part of their Rights Entitlements without renouncing them in whole or in part. Where the number of additional Rights Equity Shares applied for exceeds the number available for Allotment, the Allotment would be made as per the Basis of Allotment finalized in consultation with the Designated Stock Exchange. Applications for additional Rights Equity Shares shall be considered and Allotment shall be made in accordance with the SEBI ICDR Regulations and in the manner prescribed under the section “*Basis of Allotment*” on page 169.

#### **Eligible Equity Shareholders who renounce their Rights Entitlements in full or part, cannot apply for Additional Rights Equity Shares. Non-resident Renounees who are not Eligible Equity Shareholders cannot apply for Additional Rights Equity Shares.**

Investors to kindly note that after purchasing the Rights Entitlements through On Market Renunciation / Off Market Renunciation, an Application has to be made for subscribing to the Rights Equity Shares. If no such Application is made by the renounee on or before Issue Closing Date, then such Rights Entitlements will get lapsed and shall be extinguished after the Issue Closing Date and no Rights Equity Shares for such lapsed Rights Entitlements will be credited. For procedure of Application by shareholders who have purchased the Right Entitlement through On Market Renunciation / Off Market Renunciation, please refer to the heading titled “*Procedure for Application through the ASBA process*” on page 159 of this Letter of Offer

Non-resident Renounees who are not Eligible Equity Shareholders cannot apply for additional Rights Equity Shares. Resident Eligible Equity Shareholders, where the dematerialized Rights Entitlements are transferred from the suspense escrow demat account to the respective demat accounts within prescribed timelines, can apply for additional Rights Equity Shares while submitting the Application through ASBA process.

#### **Availability of offer document of the immediately preceding public issue or rights issue for inspection**

A copy of the Letter of Offer dated **February 05, 2025** made by the Company for rights issue of Equity Shares is available for inspection on the website of the Company at <https://lgos.in>; from the date of the Letter of Offer until the Issue Closing Date.

**ANY OTHER IMPORTANT INFORMATION AS PER COMPANY**

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

Please note, if no Application is made by the Eligible Equity Shareholders of Rights Entitlements on or before Issue Closing Date, such Rights Entitlements shall get lapsed and shall be extinguished after the Issue Closing Date. No Equity Shares for such lapsed Rights Entitlements will be credited, even if such Rights Entitlements were purchased from market and purchaser will lose the premium paid to acquire the Rights Entitlements. Persons who are credited the Rights Entitlements are required to make an Application to apply for Equity Shares offered under Rights Issue for subscribing to the Equity Shares offered under Issue.

**DECLARATION BY OUR COMPANY**

We hereby declare that all relevant provisions of the Companies Act 2013 and the rules, regulations and guidelines issued by the Government of India, or the rules, regulations or guidelines issued by the SEBI, established under Section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be, have been complied with and no statement made in the Letter of Offer is contrary to the provisions of the Companies Act 2013, the Securities Contracts (Regulation) Act, 1956, the Securities Contract (Regulation) Rules, 1957 and the Securities and Exchange Board of India Act, 1992, each as amended, or the rules, regulations or guidelines issued thereunder, as the case may be.

We further certify that all disclosures made in this Offer Document are true and correct.

Name	Signature
Ms. Afsana Mirose Kherani Managing Director	Sd/-
Mr. Nitin Ashokkumar Khanna Executive Director	Sd/-
Mr. Lovish kataria Independent Director	Sd/-
Ms. Namrata sharma Independent Director	Sd/-
Ms. Juhi Khandelwal Company Secretary	Sd/-