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VINIT MOBILE LIMITED

CIN: U51100GJ2011PLC065617



Our Company was originally incorporated as a Private Limited Company under the name and style of “Tanya Silk Mills Private Limited” under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated May 26, 2011, issued by the Assistant Registrar of Companies, Gujarat, Dadra and Nagar Haveli. Further the name of our Company was changed from “Tanya Silk Mills Private Limited” to “Vinit Mobile Private Limited” vide special resolution passed by the Shareholders at the Extra Ordinary General Meeting held on February 19, 2020, and a Fresh Certificate of Incorporation consequent to name change was issued on March 13, 2020, by the Registrar of Companies, Ahmedabad. Subsequently, the status of the Company was changed from private limited to public limited, and the name of our Company was changed to “Vinit Mobile Limited” vide special resolution passed by the Shareholders at the Extra Ordinary General Meeting held on May 15, 2025 The fresh certificate of incorporation consequent to conversion was issued on May 21, 2025 by Registrar of Companies, Central Processing Centre, Manesar. The Corporate Identification Number of our Company is U51100GJ2011PLC065617. For further details on incorporation and registered office of our Company, see “History and Certain Corporate Matters” beginning on page 175 of the Red Herring Prospectus.

Registered Office: Plot no. 358, Ground, 1st & 2nd floor, Gopal Nagar, Bamroli Althan Expressway, Pandesara, Surat, Gujarat – 394221.; **Tel:** +91 9227984148; **E-mail:** compliance@vinitmobile.com; **Website:** www.vinitmobile.com; **Contact Person:** Ms. Mansi Jain, Company Secretary and Compliance Officer.

PROMOTERS OF OUR COMPANY: MR. VINIT JALAN AND MRS. SHWETA JALAN

INITIAL PUBLIC ISSUE OF UPTO 21,60,000* EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH (“EQUITY SHARES”) OF VINIT MOBILE LIMITED (“VML” OR THE “COMPANY” OR THE “ISSUER”) FOR CASH AT A PRICE OF ₹ [●] /- PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ [●] /- PER EQUITY SHARE) (“ISSUE PRICE”) AGGREGATING TO ₹ [●] LAKHS (“THE ISSUE”) OF WHICH 1,08,000 EQUITY SHARES AGGREGATING TO ₹ [●] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER (“MARKET MAKER RESERVATION PORTION”). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. NET ISSUE OF 20,52,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH AT AN ISSUE PRICE OF ₹ [●] /- PER EQUITY SHARE AGGREGATING TO ₹ [●] LAKHS (“NET ISSUE”). THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 35.01 % AND 33.26 % RESPECTIVELY OF THE POST ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY. FOR FURTHER DETAILS, PLEASE REFER TO SECTION TITLED “TERMS OF THE ISSUE” BEGINNING ON PAGE 302 OF THE RED HERRING PROSPECTUS

*Subject to finalization of basis of allotment.

DETAILS OF SELLING SHAREHOLDERS, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION: NOT APPLICABLE AS THE ENTIRE ISSUE CONSTITUTES FRESH ISSUE OF EQUITY SHARE

PRICE BAND: RS. 150/- TO RS. 158/- PER EQUITY SHARE OF FACE VALUE RS. 10/- EACH.

THE FLOOR PRICE IS 15.00 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 15.80 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FISCAL 2025 AT THE FLOOR PRICE IS 15.41 TIMES AND AT THE CAP PRICE IS 16.2 TIMES.

BIDS CAN BE MADE FOR A MINIMUM OF 1600 EQUITY SHARES AND IN MULTIPLES OF 800 EQUITY SHARES THEREAFTER.

BRIEF DISCRIPTION OF THE BUSINESS OF THE COMPANY

Our Company, Vinit Mobile Limited is in the business of operating a multi-brand mobile retail chain offering smartphones and accessories through “COCO” (Company Owned, Company Operated) retail model. We deal in a wide range of mobile handsets of most of the major brands in India. Alongside smartphones, our stores also deals in related products such as tablets, data cards, and a variety of accessories like earphones, chargers, power banks, screen guards and mobile covers, all available under one roof across our chain of 35 retail outlets.

BID/ISSUE PROGRAMME

BID/ISSUE OPENS ON: TUESDAY JUNE 30, 2026

BID/OFFER CLOSES ON: THURSDAY JULY 02, 2026⁽¹⁾⁽²⁾

⁽¹⁾ Our Company, in consultation with the BRLM, may consider closing the Bid/Issue Period for QIBs, one Working Day prior to the Bid/Issue Closing Date in accordance with the SEBI/ICDR Regulations.

⁽²⁾ UPI mandate end time and date shall be at 5:00 pm on the Bid / Issue Closing Date

Note - Our Company, in consultation with the Book Running Lead Manager has decided that there will be no participation by the Anchor Investors.

THIS ISSUE IS BEING MADE THROUGH BOOK BUILDING PROCESS, IN TERMS OF REGULATION 229(1) OF CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE “SEBI (ICDR) REGULATIONS”), AS AMENDED READ WITH RULE 19(2)(B) OF SECURITIES CONTRACTS (REGULATION) RULES, 1957, AS AMENDED.

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON EMERGE PLATFORM OF NATIONAL STOCK EXCHANGE OF INDIA LIMITED. FOR THE PURPOSE OF THE ISSUE, NATIONAL STOCK EXCHANGE OF INDIA LIMITED SHALL BE THE DESIGNATED STOCK EXCHANGE

FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED “*ISSUE PROCEDURE*” BEGINNING ON PAGE 315 OF THE RED HERRING PROSPECTUS. A COPY OF THE RED HERRING PROSPECTUS WILL BE DELIVERED FOR REGISTRATION TO THE REGISTRAR OF COMPANIES, AHMEDABAD AS REQUIRED UNDER SECTION 26 AND 32 OF THE COMPANIES ACT, 2013

ALLOCATION OF THE ISSUE

- QIB PORTION: NOT MORE THAN 50.00 % OF THE NET ISSUE
- INDIVIDUAL INVESTOR PORTION: NOT LESS THAN 35.00 % OF THE NET ISSUE
- NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE
- MARKET MAKER PORTION: 1,08,000 EQUITY SHARES OR 5.00 % OF THE ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE ISSUE, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE ISSUE AVAILABLE IN ANY MANNER.

In accordance with the approval of the Audit committee of our Company, pursuant to their resolution dated June 15, 2026, The above provided price band is justified based on quantitative factors/KPIs disclosed in the “Basis for Issue Price” section beginning on page no. 108 of the Red Herring Prospectus vis-à-vis the weighted average cost of acquisition (WACA) of primary and secondary transaction(s) as applicable disclosed in the “Basis for Issue Price” section beginning on page no 108 of the Red Herring Prospectus and provided below in the advertisement.

RISK TO INVESTORS

1. The Promoter was engaged in a similar line of business through proprietorship firms prior to starting the business of the company
2. Opening and closing stores is a regular part of Company’s business and depends mainly on how much revenue each store generates.
3. We are facing challenge in obtaining registration under Gujarat Shops and Establishments Act, 2019 for 4 (Four) of our premises owing to property tax issue on behalf of original owner. In case of our inability to obtain, renew or maintain the statutory and regulatory licenses, permits and approvals required to operate our business it may have a material adverse effect on our business.
4. Our Company’s business is highly dependent on the brand recognition and reputation of the products we Issue. Any failure to maintain or enhance the image of these brands could have a material adverse effect on our business, financial condition, and results of operations.
5. Our Restated Financial Information are prepared and signed by the Peer Review Auditor who is not Statutory Auditors of our Company as required under the provisions of ICDR.
6. Our Company is significantly dependent on a limited number of suppliers for the procurement of

products. Any disruption, delay, or termination of business relationships with one or more of these key suppliers could adversely affect our ability to maintain inventory levels, fulfill customer demand, and operate efficiently.

7. Our business is primarily focused on the distribution of telecom products, such as mobile devices, accessories, and related gadgets, which leaves us vulnerable to risks due to the lack of diversification in our product offerings.
8. Dependence on Brand Partner Employees at Retail Stores of the Company.
9. Our operations and revenues are limited to and concentrated in the geographical region of the State of Gujarat upto December 31, 2025. In the State of Gujarat also our business revenue is generated mainly from one district viz., Surat. Any adverse development affecting our operations in this region or any saturation could have an adverse impact on our business, financial condition and results of operations.
10. Our business is dependent on high volume sales.

For Additional Details please refer to chapter titled Risk factors beginning on page no 23 of RHP.

BASIS FOR ISSUE PRICE

Details of suitable ratios of the company for the latest full financial year

1. Basic and Diluted Earnings per Share (EPS) as adjusted for changes in capital (Pre-Issue):

Particular	Basis EPS*	Diluted EPS*	Weight
March 31, 2023	-	-	1
March 31, 2024	1.80	1.80	2
March 31, 2025	9.73	9.73	3
Weighted Average	5.47	5.47	
For the period ended December 31, 2025**	12.74	12.74	

*Adjusted in the ratio of bonus issue 400:1

**Not Annualised

Note

1. The face value of each Equity Share is ₹ 10.00
2. Basic Earnings per share = Profit for the period / Weighted average number of Equity Shares outstanding during the period/year.
3. Diluted Earnings per share = Profit for the period / Weighted average number of potential Equity Shares outstanding during the period/year.
4. Weighted average is aggregate of year-wise weighted EPS divided by the aggregate of weights i.e. {(EPS x Weight) for each year} / (Total of weights).
5. Weighted average number of Equity Shares are the number of Equity Shares outstanding at the beginning of the period/year adjusted by the number of Equity Shares issued during the period/year multiplied by the time weighing factor. The time weighing factor is the number of days for which the specific shares are outstanding as a proportion of total number of days during the period/year.
6. On October 14, 2025 our Company issued 40,00,000 Equity Shares to the existing shareholders as fully paid bonus shares. For calculating the Weighted Average Number of Equity Shares for EPS above, these bonus shares have been considered in all the periods reported.
7. The figures disclosed above are based on the Restated Financial Information of our Company.

Price Earning (P/E) Ratio in relation to the Price Band of Rs. 150/- to 158/- per Equity Share of Face Value of Rs. 10/- each fully paid up:

(in times)

Particulars	EPS (in ₹)	(P/E) Ratio at the Floor Price (i.e. 150)	P/E) Ratio at the Cap Price (i.e. 158)
P/E ratio based on the Basic & Diluted EPS, as restated (Consolidated basis) for the Period ended March 31, 2025	9.73	15.42	16.24
P/E ratio based on weightage average basic and diluted EPS	5.47	27.42	28.88

Note: P/E ratio has been computed dividing the price per share by Earnings per Equity Share.

Industry PE

Particulars	P/E Ratio
Highest	24.25
Lowest	14.02
Average	20.16

2. Net Asset Value (NAV) per Equity Share (Face Value of Rs. 10 each) as per Restated Financial Statements

Financial Year	NAV per Equity Share (Amounts in Rs.)
	24.22
For the period ended December 31, 2025 (Non-Annualised)	11.48
For the period ended March 31, 2025	1.75
For the period ended March 31, 2024	(0.50)
NAV after the Issue (Cap Price)	71.05
NAV after the Issue (Floor Price)	68.25

Note: Net Asset Value has been calculated as per the following formula:

i. NAV = Net worth excluding revaluation reserve.

ii. The figures disclosed above are based on the Restated Financial Information of our Company.

iii. Net Asset Value per Equity Share = Net worth as per the Restated Financial Information/ number of Equity Shares outstanding as at the end of the year/period. The weighted average number of Equity Shares outstanding during the year is adjusted for bonus issue.

3. Return on Net Worth

As per Restated Financial Statements

Financial Years Ended on	Consolidated	
	RONW(%)	Weighted
For the period ended March 31, 2025	84.78 %	1
For the period ended March 31, 2024	102.79 %	2
For the period ended March 31, 2023	-	3
Weighted Average	76.65%	
For the period ended December 31, 2025 (Non-Annualised)	52.61%	

*Not annualised

Notes:

1. Return on Net Worth (%) = Net Profit after tax attributable to owners of the Company, as restated / Net worth as restated as at year end.
2. Weighted average = Aggregate of year-wise weighted NW divided by the aggregate of weights i.e. (RoNW x Weight) for each year/Total of weights.
3. Net worth = Net Worth is calculated as Equity shares capital + Reserves and Surplus.

4. Comparison of Accounting Ratios with Industry Peers

The following peer group has been determined on the basis of companies listed on Indian stock exchanges, whose business profile is comparable to our businesses –

Name of Company	EPS (₹)		P/E Ratio	RONW (%)	NAV Per equity shares (₹)	Face Value (₹)	Revenue From Operations (In Lakhs)
	Basis	Diluted					
Vinit Mobile Limited	9.73	9.73	[●]	84.78	11.48	10.00	5,998.86
Industry Peers							
Bhatia Communications & Retail (India) Limited	1.10	1.10	24.25	15.56	7.07	1.00	44,271.74
Fonebox Retail Limited	4.43	4.43	22.20	13.18	33.69	10.00	34,273.26
Umiya Mobile Limited	5.42	5.42	14.02	40.51	13.69	10.00	60,116.87

Source: Based on Financial Results of Peer Group Companies uploaded on the website of Stock Exchange for the year ended March 31, 2025

Note:

1. The figures of Vinit Mobile Limited are based on financial statements as restated as on March 31, 2025
2. Current Market Price (CMP) of the peer group of Company has been taken as closing market price of equity shares on June 15, 2026
3. The RONW has been computed by dividing net profit after tax (as stated) as at the end of the year.
4. NAV has been calculated as Net Worth divided by number of Equity Shares at the end of the year
5. PE Ratio of peer company is calculated as CMP as on June 15, 2026 divided by EPS as on March 31, 2025

Key Performance Indicators (KPI) of our company

(Amounts in Rs. Lakhs)

Key Financial Performance	30-Dec-25	31-Mar-25	31-Mar-24	31-Mar-23
Revenue from Operations	5,536.22	5,998.86	2,856.32	0.22
Total income (₹ in Lakhs)	5,601.25	6,062.66	2,859.03	0.22
Earnings before Interest, Tax, Depreciation and Amortisation (EBITDA) (₹ in lakhs) ^(a)	753.13	571.78	104.67	(0.04)
EBITDA Margin (%) ^(b)	13.60%	9.53%	3.66%	-
Profit After Tax PAT (₹ in lakhs)	510.89	390.21	71.99	(0.06)
PAT Margin (%) ^(c)	9.12%	6.44%	2.52%	-
Cash Profit After Tax (₹ in lakhs) ^(d)	530.60	399.25	71.99	(0.06)
Current Ratio (in times) ^(e)	1.58	1.46	1.16	4.71
Net Worth ^(f)	971.14	460.25	70.04	(1.95)
Debt-Equity Ratio (In times) ^(g)	0.62	0.66	4.43	-
Return on equity (%) ^(h)	52.61%	84.78%	102.79%	-
Return on capital employed (%) ⁽ⁱ⁾	46.48%	73.66%	27.51%	-

Notes:

- (a) EBITDA has been calculated as a sum of profit before tax, finance costs and depreciation and amortization.
- (b) EBITDA Margins is calculated as EBITDA divided by Revenue from Operation.
- (c) PAT Margins (%) is calculated as Profit After Tax carried to balance sheet divided by Total Income.

