



Regd. Office : Texcellence Complex, Near. Anupam Cinema, Khokhra, Ahmedabad - 380 021, India.

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CIN No : L99999GJ1982PLC005253

27<sup>th</sup> February, 2023

**BSE Limited**

Corporate Relationship Department,  
25<sup>th</sup> Floor, P J Towers, Dalal Street,  
Fort, Mumbai – 400001

**SECURITY CODE NO. 514286**

**National Stock Exchange of India Ltd.**

Exchange Plaza 5<sup>th</sup> Floor, Plot no. C/1,  
G Block, Bandra Kurla Complex,  
Bandra (East), Mumbai – 400051

**SECURITY CODE NO. ASHIMASYN**

Dear Sir/ Madam,

**Sub: Details of the First Call on the 4,000 partly paid-up, Unlisted, Secured, Unrated, Redeemable, Rupee Denominated, Non-Convertible Debentures issued by the Company on Private Placement basis ("NCDs")**

With reference to the captioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in furtherance to our letter dated 03<sup>rd</sup> February, 2023, intimating the approval of making of Calls on the 4,000 partly paid-up, Unlisted, Secured, Unrated, Redeemable, Rupee Denominated, Non-Convertible Debentures ("**NCDs**") of face value of Rs.1,00,000/- each, issued by the Company on Private Placement basis of which Rs.18,750/- per debenture has been paid-up, this is to inform you that the Sub-Committee of Directors ("**Committee**") of the Company has, at its meeting held today i.e. 27<sup>th</sup> February, 2023, inter-alia, has approved the following with respect to the First Call on the 4,000 NCDs.

Amount payable on First Call	:	Rs.25,000/- per debenture
First Call Money payment period	:	Begins on: Tuesday, March 07, 2023 Ends on : Saturday, March 25, 2023
Period available to pay	:	19 days

*(The aforesaid call period will be closed earlier subject to receipt of call money from all the debenture holders)*

Further, in terms of the provisions of the Companies Act, 2013 and Rules framed thereunder read with the Articles of Association of the Company and terms of the issue of NCDs specified in the 'Private Placement Offer Letter, the First Call Money Notice will be sent today through electronic mode to the debenture holders at their registered email address who are holding above NCDs as on the Record date i.e. Friday, 24<sup>th</sup> February, 2023.

A specimen copy of the First Call Money Notice is enclosed herewith and the same is also available on the website of the Company at [www.ashima.in](http://www.ashima.in)

The meeting commenced at 3:35 p.m. and concluded at 4:10 p.m.

Yours faithfully,  
For **Ashima Limited**

**Shweta Sultania**  
**Company Secretary & Compliance Officer**

Encl: As above

T E X C E L L E N C E

Visit us at <http://www.ashima.in>



## Ashima Limited

CIN: L99999GJ1982PLC005253

Registered Office: Texcellence Complex, Khokhara Mehmedabad, Ahmedabad 380 021

Phone No: 91-79-67777000 E-mail: [texcellence@ashima.in](mailto:texcellence@ashima.in)

Contact Person: Ms. Shweta Sultania, Company Secretary and Compliance Officer

Website: [www.ashima.in](http://www.ashima.in)

**FIRST CALL MONEY NOTICE TO THE HOLDERS OF PARTLY PAID-UP, UNLISTED, SECURED, UNRATED, REDEEMABLE, RUPEE DENOMINATED, NON-CONVERTIBLE DEBENTURES (“NCDs”) (ISIN: INE440A07041)**

Date: 27<sup>th</sup> February, 2023

Last Date of Call Payment: Saturday, March 25, 2023

Dear Debenture holder(s),

**Sub: Notice for payment of First Call Money of Rs.25,000/- per debenture issued by Ashima Limited (the “Company”), on Private Placement basis.**

In terms of the Private Placement Offer Letter dated January 10, 2023 (“Letter of Offer”), the Company had issued 4,000 partly paid, Unlisted, Secured, Unrated, Redeemable, Rupee Denominated, Non-Convertible Debentures (“NCDs”) of face value of Rs. 1,00,000/- (Rupees One Lakh only) each, aggregating to Rs. 40,00,00,000/- (Rupees Forty Crores only) on Private Placement basis and in accordance with the terms of the issue as mentioned in the Letter of Offer, the Company had received Rs.18,750/- per debenture towards application money and the balance amount shall be payable in calls. The said NCDs were allotted on Wednesday, 18<sup>th</sup> January, 2023.

In accordance with the power delegated by the Board of Directors at its meeting held on 03<sup>rd</sup> February, 2023, the Sub-Committee of Directors (“Committee”) at its meeting held on 27<sup>th</sup> February, 2023, decided to make the First Call of Rs.25,000/- per debenture in respect of 4000 NCDs issued by the Company pursuant to the Letter of Offer.

The Committee has fixed Friday, 24<sup>th</sup> February, 2023 as the record date (“Record Date”) for the purpose of determining the holders of partly paid-up debentures to whom the notice for the payment of First Call Money (the “First Call Money Notice”), will be sent.

Accordingly, the First Call Money Notice is hereby given to you to pay the First Call Money as per details given below:

No. of partly paid-up debentures held as on Record Date i.e. on Friday, 24 <sup>th</sup> February, 2023	Amount due and payable @ Rs.25,000/- per debenture

**Other Instructions:**

Call Payment Period	From : Tuesday, March 07, 2023	To: Saturday, March 25, 2023	Duration : 19 days
Modes of Payment	(a) Cheque/ Demand Draft (b) NEFT/ RTGS (c) Other Banking Channels	Details of Company's Bank Account where funds are to be remitted: <u>Account name:</u> *ASHIMA LIMITED- SECURITIES CALL MONEY ACCOUNT* <u>Account number:</u> *018905501663* Branch: ASHRAM ROAD *IFSC: ICIC0000189*	

Please note that, in case of failure to pay the First Call Money on the above Debentures held by you, the Company shall forfeit the amount already paid thereon in relation to such Debentures, in accordance with the provisions of the Companies Act, 2013 (“Act”), the Articles of Association of the Company and the Letter of Offer and all the rights of debenture holders shall stand extinguished.

For Ashima Limited

Sd/-

Shweta Sultania

Company Secretary & Compliance Officer