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K.P.R. Agrochem Limited

OUR PROMOTERS: PAPA REDDY KOVVURI, VENKATA MUKUNDA REDDY KARRI, RAJASEKHAR REDDY KOVVURI, SATYANARAYANA REDDY KOVVURI (S/O. VEERARAGHAVA REDDY KOVVURI), SATYANARAYANA REDDY KOVVURI (S/O. RAMACHANDRA REDDY KOVVURI) AND CRESCO TECHNOLOGY LLP

PUBLIC ISSUE OF [●] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF K.P.R. AGROCHEM LIMITED (OUR "COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE. AGGREGATING UP TO ₹ [●] MILLION (THE "ISSUE") COMPRISING OF A FRESH ISSUE OF [●] EQUITY SHARES BY OUR COMPANY AGGREGATING UP TO ₹ 2,100 MILLION (THE "FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 12,000,000 EQUITY SHARES BY THE SELLING SHAREHOLDERS (AS DEFINED IN "DEFINITIONS AND ABBREVIATIONS" ON PAGE 3 OF THE RED HERRING PROSPECTUS AND INCLUDING MEMBERS OF THE PROMOTER GROUP OF OUR COMPANY) AGGREGATING UP TO ₹ [●] MILLION (THE "OFFER FOR SALE"). THE ISSUE COMPRISES A NET ISSUE TO THE PUBLIC OF [●] EQUITY SHARES (THE "NET ISSUE") AND A RESERVATION OF [●] EQUITY SHARES AGGREGATING UP TO ₹ [●] MILLION FOR SUBSCRIPTION BY ELIGIBLE EMPLOYEES FOR ALLOCATION AND ALLOTMENT ON A PROPORTIONATE BASIS (AS DEFINED IN THE RHP), NOT EXCEEDING 5% OF OUR POST-ISSUE PAID-UP EQUITY SHARE CAPITAL (THE "EMPLOYEE RESERVATION PORTION"). THE ISSUE AND THE NET ISSUE TO THE PUBLIC WOULD CONSTITUTE [●] AND [●] PERCENT RESPECTIVELY, OF OUR POST-ISSUE PAID-UP EQUITY SHARE CAPITAL.

- QIB CATEGORY : UPTO 25% OF THE NET ISSUE
- NON INSTITUTIONAL INVESTOR CATEGORY : NOT LESS THAN 35% OF THE NET ISSUE
- RETAIL CATEGORY : NOT LESS THAN 40% OF THE NET ISSUE
- EMPLOYEE RESERVATION CATEGORY : UPTO 430,000 EQUITY SHARES

Price Band: ₹ 59 to ₹ 61 per Equity Share of Face Value ₹ 10 each. The Floor Price is 5.90 times of the Face Value and the Cap Price is 6.10 times of the Face Value. Bids can be made for a minimum of 200 Equity Shares and in multiples of 200 Equity Shares thereafter. Discount of ₹ 3 to the Issue Price is being offered to Retail Individual Bidders and Eligible Employees bidding in the Employee Reservation Portion

Risks to Investors:

- (i) The Merchant Banker associated with the Issue has handled 1 public issue in the past three years which has closed below the issue price on the listing date.
- (ii) Average cost of acquisition per Equity Share by our Promoters is - 1) Papa Reddy Kovvuri ₹ 1.90, 2) Venkata Mukunda Reddy Karri ₹ 2.59, 3) Rajasekhara Reddy Kovvuri ₹ 2.48, 4) Satyanarayana Reddy Kovvuri (S/o. Ramachandra Reddy Kovvuri) ₹ 1.73, 5) Satyanarayana Reddy Kovvuri (S/o. Veera Raghava Reddy Kovvuri) ₹ 2.67, 6) Cresco Technology LLP ₹ 9.38, whereas the Issue Price at the upper end of the Price Band is ₹ 61.

BASIS FOR ISSUE PRICE

The Issue Price of ₹ [●] will be determined by our Company and the Selling Shareholders in consultation with the Book Running Lead Manager, on the basis of assessment of market demand through the Book Building Process and on the basis of qualitative and quantitative factors as described below. The face value of the Equity Shares is ₹ 10 and the Issue Price is 5.90 times the face value at the lower end of the Price Band and 6.10 times the face value at the higher end of the Price Band.

Investors should also refer to the section titled "Risk Factors" on page 18 and chapters titled "Our Business", and "Financial Statements" on pages 180 and 256, respectively, of the Red Herring Prospectus to have an informed view before making an investment decision.

QUALITATIVE FACTORS

Some of the qualitative factors which form the basis for computing the Issue Price are:

- Wide agri-input product portfolio with presence across the agri-value chain; ● Strong and growing distribution network;
 - Certified manufacturing facilities; ● Material sourcing capabilities;
- For further details, see chapter titled "Our Business" on page 180 of the Red Herring Prospectus.

QUANTITATIVE FACTORS

Information presented in this section is derived from the Restated Consolidated Summary Statements and Restated Standalone Summary Statements presented in accordance with Ind AS, Companies Act and the SEBI ICDR Regulations.

Some of the quantitative factors which form the basis for computing the Issue Price are as follows:

1. Basic and Diluted Earnings Per Share ("EPS") as per Restated Consolidated and Standalone Financial Information

Basic and Diluted EPS:

Fiscal	Consolidated (₹ per Equity Share) Basic and Diluted EPS	Standalone (₹ per Equity Share) Basic and Diluted EPS	Weight
2016	2.84	2.75	1
2017	2.66	2.55	2
2018	3.47	3.31	3
Weighted Average	3.10	2.96	
Nine month period ended December 31, 2018*	3.23	3.11	

*Not annualized

Notes: EPS has been calculated in accordance with the Indian Accounting Standard 33 – "Earning Per Share" issued by the ICAI. The face value of each Equity Share is ₹10 each. Further, the weighted average has been calculated as below:

- Basic earnings per share = restated profit after tax attributable to equity shareholders for the year / weighted average number of shares outstanding during the year;
- Diluted earnings per share = restated profit after tax attributable to equity shareholders for the year / weighted average number of diluted shares outstanding during the year.

2. Price / Earning (P/E) Ratio in relation to Issue Price of ₹ [●] per Equity Share

Particulars	Consolidated	Standalone
a) P/E ratio based on basic EPS for the year ended March 31, 2018 at the Lower end of the price band	17.00	17.82
b) P/E ratio based on diluted EPS for the year ended March 31, 2018 at the Lower end of the price band	17.00	17.82
c) P/E ratio based on basic EPS for the year ended March 31, 2018 at the Higher end of the price band	17.58	18.43
d) P/E ratio based on diluted EPS for the year ended March 31, 2018 at the Higher end of the price band	17.58	18.43
e) Industry P/E Multiple:		
Highest		50.61
Lowest		10.43
Industry Composite		23.99

* The industry high and low has been considered based on the standalone financials from the industry Peer Set consisting of Coromandel International Limited, Chambal Fertilisers & Chemicals Limited, Deepak Fertilisers & Petrochemicals Corp Limited, Insecticides India Limited, Excel Crop Care Limited, Dhanuka Agritech Limited and Aarti Industries Limited. The industry composite has been calculated as the arithmetic average standalone P/E of the industry peer set provided below. For further details please see "Comparison with Listed Industry Peers" in para 6. herein.

3. Return on Net Worth (RONW):

Fiscal	Consolidated	Standalone	Weight
2016	14.29	14.15	1
2017	11.78	11.59	2
2018	13.34	13.11	3
Weighted Average	12.98	12.78	
Nine month period ended December 31, 2018*	11.08	11.02	

* Not annualized

Note: The return on net worth is arrived at by dividing restated net profit after tax by restated net worth, as at the end of the year / period.

4. Minimum return on increased net worth after the issue required for maintaining pre-issue EPS at March 31, 2018.

Particulars	At the Lower end of the Price Band		At the Higher end of the Price Band	
	Consolidated (%)	Standalone (%)	Consolidated (%)	Standalone (%)
Basic EPS	8.88	9.15	8.79	9.06
Diluted EPS	8.88	9.15	8.79	9.06

Our Company was incorporated as "K.P.R. Fertilisers Private Limited" on January 2, 2007 as a private limited company under the Companies Act, 1956 with the Registrar of Companies, Andhra Pradesh. Our Company was converted into a public limited company and the name of our Company was changed to "K.P.R. Fertilisers Limited" pursuant to a fresh certificate of incorporation consequent upon change of name on conversion to public limited company dated December 19, 2008 issued by the Registrar of Companies, Andhra Pradesh. The name of our Company was then changed to "K.P.R. Agrochem Limited" vide a Certificate of Incorporation pursuant to change of name dated September 21, 2015 issued by Registrar of Companies, Hyderabad. For details of change in name and registered office of our Company, please refer to the chapter titled "History and Certain Corporate Matters" on page 214 of the Red Herring Prospectus.

Registered Office: Door No. 8-256, Tata Nagar, Balabhadrapuram – 533 343, Andhra Pradesh, India | Telephone: +91 8857 237 367/236 767 | Fax: +91 8857 237 333; Email: ipo@kprgroup.net | Website: www.kpragrochem.com | Contact Person: Narayana Rao Poluri, Company Secretary and Compliance Officer;

Corporate Identity Number : U24129AP2007PLC052216

5. Net Asset Value (NAV) per Equity Share

Particulars	NAV (₹ per Equity Share)	
	Consolidated	Standalone
NAV per Equity Share as of March 31, 2016	19.91	19.41
NAV per Equity Share as of March 31, 2017	22.59	21.97
NAV per Equity Share as of March 31, 2018	26.01	25.22
NAV per Equity Share as of December 31, 2018	29.14	28.23
NAV per Equity Share after the Issue	[●]	[●]
NAV per Equity Share at the Floor Price	37.28	37.92
NAV per Equity Share at the Cap Price	37.64	38.29
Issue Price per Equity Share	[●]	[●]

Note: Net Asset Value per Equity Share represents net worth at the end of the year / period, as restated divided by the number of Equity Shares outstanding at the end of the period / year.

*Net worth' has been defined as the aggregate of the paid up share capital, share premium account and reserves and surplus (excluding revaluation reserve) as reduced by the aggregate of the miscellaneous expenditure (to the extent not adjusted or written off) and the debit balance of the profit and loss account.

6. Comparison of Accounting Ratios with Industry Peers

We believe following is our peer group which has been determined on the basis of listed public companies comparable in the similar line of segments in which our Company operates i.e. manufacturing and sale of fertilisers, pesticides, and manufacturing of supplements for animal feeds whose business segment in part or full may be comparable with that of our business, however, the same may not be exactly comparable in size or business portfolio on a whole with that of our business.

Name of the company	Standalone/Consolidated	Face Value (₹)	EPS (₹) *		RONW %	NAV per Equity Share (₹)	P/E Ratio (x)
			Basic	Diluted			
K.P.R. Agrochem Limited	Standalone	10	3.31	3.31	13.11	25.22	[●]*
	Consolidated	10	3.47	3.47	13.34	26.01	[●]*
Peer Group **							
Coromandel International Limited	Standalone	1	22.57	22.50	20.79	108.48	19.62
	Consolidated	1	22.72	22.64	21.23	106.91	19.49
Chambal Fertilisers & Chemicals Limited	Standalone	10	11.54	11.54	16.57	69.64	14.06
	Consolidated	10	11.99	11.99	19.91	60.2	13.53
Deepak Fertilisers & Petrochemicals Corp Limited	Standalone	10	12.80	12.80	6.99	183.19	10.43
	Consolidated	10	18.60	18.60	8.02	231.98	7.18
Insecticides India Limited	Standalone	10	40.63	40.63	15.34	264.95	15.86
	Consolidated	10	40.78	40.78	15.39	265.07	15.80
Excel Crop Care Limited	Standalone	5	73.88	73.88	15.64	472.51	50.61
	Consolidated	5	73.74	73.74	15.19	485.57	50.70
Dhanuka Agritech Limited	Standalone	2	25.71	25.71	19.92	129.05	15.32
	Consolidated	2	25.71	25.71	19.92	129.05	15.32
Aarti Industries Limited	Standalone	5	38.92	38.92	20.88	186.37	42.04
	Consolidated	5	40.95	40.95	21.93	194.15	39.95

Above are for the financial year 2018.

*Based on the Issue Price to be determined on conclusion of book building process and the basic EPS of our Company.

**Source: Respective peer groups' regulatory filings on BSE Limited.

- The basic and diluted EPS for peer companies is based on the respective peer group's regulatory filings with the BSE Limited for the Fiscal ended March 31, 2018;
- The RONW and NAV per share for the peers have been computed based on the respective peer groups regulatory filings with the BSE Limited for the Fiscal ended March 31, 2018 as follows:
i. Return on Net Worth = Profit for the year (profit attributable to the parent company in case of consolidated)/Total equity (Paid up equity share capital plus reserves, excluding non-controlling interest in case of consolidated)
- ii. Net Asset Value per share = Total Equity (Paid up equity share capital plus reserves, excluding revaluation reserves, excluding non-controlling interest in case of consolidated) / number of Equity Shares outstanding as at year.
- c) The P/E figures for the peers is computed based on the closing price on the BSE (available at www.bseindia.com) as on April 9, 2019, divided by basic EPS based on the respective peer groups regulatory filings with the BSE Limited for the year ended March 31, 2018.

The Issue Price of ₹ [●] has been determined by our Company and the Selling Shareholders, in consultation with the Book Running Lead Manager on the basis of the assessment of market demand from investors for the Equity Shares determined through the Book Building Process and is justified based on the above qualitative and quantitative parameters. Investor should read the above mentioned information along with the section titled "Risk Factors" on page 18 of the Red Herring Prospectus and the financials of our Company including important profitability and return ratios, as set out in the chapter titled "Financial Statements" on page 256 of the Red Herring Prospectus. The trading price of the Equity Shares could decline due to the factors mentioned in section titled "Risk Factors" on page 18 of the Red Herring Prospectus and an investor may lose all or part of his investment.

BID / ISSUE PROGRAM



OPENS ON: FRIDAY, 28th JUNE 2019 *

CLOSES ON: TUESDAY, 2nd JULY 2019 **

*Our Company and the Selling Shareholders may, in consultation with the BRLM, consider participation by Anchor Investors in accordance with the SEBI ICDR Regulations. The Anchor Investor Bid/Issue Period shall be one Working Day prior to the Bid / Issue Opening Date, i.e., Thursday, June 27th, 2019.

**Our Company and the Selling Shareholders, 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 SEBI ICDR Regulations.

ASBA

Simple, Safe, Smart way of Application- Make use of it !!!

Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.

Mandatory in Public Issues from January 01, 2016. No cheques will be accepted.



Now available in ASBA for retail individual investors

Investors have to apply through the ASBA process. ASBA has to be availed by all the investors except anchor investor. UPI may be availed by Retail Individual Investors. For details on the ASBA and the UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 536 of the RHP. The process is also mentioned in the General Information Document available on the website of Association of Investment Bankers of India ("AIBI") and the Stock Exchanges at www.bseindia.com and www.nseindia.com. ASBA bid-Cum Application forms can be downloaded from the website of BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE") and can be obtained from the list of banks that is displayed on the website of SEBI at www.sebi.gov.in. List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. ICICI Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI circular dated November 1, 2018.

In case of revision to the Price Band, the Bid/Issue Period will be extended by at least three (3) additional Working Days after such revision of the Price Band, subject to the Bid/Issue Period not exceeding ten (10) Working Days. Any revision in the Price Band and the revised Bid/Issue Period, if applicable, will be widely disseminated by notification to the Stock Exchanges, by issuing a press release, and also by indicating the change on the website of the Book Running Lead Manager ("BRLM"), and at the terminals of the members of the Syndicate and by intimation to Self Certified Syndicate Banks ("SCSBs"), the Sponsor Bank, and other Designated Intermediaries, as applicable.

Pursuant to Rule 19(2)(b)(i) of the SCRR, the Issue is being made for at least 25% of the post-Issue paid-up Equity Share capital of our Company. The Issue is being made through a Book Building Process in accordance with the provisions of Regulation 26(1) of the SEBI ICDR Regulations, wherein upto 25% of the Net Issue shall be allotted on a proportionate basis to QIBs. Our Company and the Selling Shareholders, in consultation with the BRLM may allocate up to 60% of the QIB Portion to Anchor Investors at the Anchor Investor Issue Price, on a discretionary basis, out of which at least one-third will be available for allocation to domestic Mutual Funds subject to valid bids being received at or above the Anchor Investor Issue Price. Such number of Equity Shares representing 5% of the QIB Portion (excluding Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only, and the remaining QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid bids being received at or above Issue Price. Further, not less than 35% of the Net Issue shall be available for allocation on a proportionate basis to Non Institutional Investors and not less than 40% of the Net Issue shall be available for allocation to Retail Individual Bidders, subject to valid bids being received from them at or above the Issue Price, subject to availability of Equity Shares. For further details, please refer to the chapter "Issue Procedure" on page 536 of the Red Herring Prospectus.

Bidders / Applicants should note that on the basis of PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidder may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidder as available on the records of the depositories. These Demographic Details may be used, among other things, for unblocking of ASBA Account or for other correspondence(s) related to an Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders' sole risk. Bidders should ensure that PAN, DP ID and the Client ID are correctly filled in the Bid cum Application Form. The PAN, DP ID and Client ID provided in the Bid cum Application Form should match with the PAN, DP ID and Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected.

Retail Individual Bidders bidding using the UPI Mechanism must provide the UPI ID in the relevant space provided in the Bid cum Application Form and the Bid cum Application Form that does not contain the UPI ID are liable to be rejected.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, see "History and Certain Corporate Matters" on page 214 of the Red Herring Prospectus and Clause III of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Issue. For further details, see the section "Material Contracts and Documents for Inspection" on page 616 of the Red Herring Prospectus.

LIABILITY OF MEMBERS OF THE COMPANY:

Limited by shares. The authorised share capital of the Company is ₹ 1,250,000,000 divided into 125,000,000 Equity Shares of ₹ 10 each. The issued, subscribed and paid-up share capital of the Company before the Issue is ₹ 854.64 million divided into 85,464,000 Equity Shares of ₹ 10 each. For details of the Capital Structure, see chapter titled "Capital Structure" beginning on page 97 of the Red Herring Prospectus.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: Given below are the names of the signatories of the Memorandum of Association of the Company and the number of Equity Shares subscribed by them at the time of signing of the Memorandum of Association of our Company: Papa Reddy Kovuri - 4,000 Equity Shares, Venkata Mukunda Reddy Karri - 3,000 Equity Shares, and Rajasekhara Reddy Kovvuri - 3,000 Equity Shares, aggregating to 10,000 Equity Shares of ₹ 10 each.

LISTING: The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on BSE and NSE. Our Company has received in-principle approvals from BSE and NSE for listing of the Equity Shares pursuant to their letters dated April 25, 2018 and May 04, 2018, respectively. For the purposes of this Issue, BSE shall be the Designated Stock Exchange.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): It is to be distinctly understood that submission of the draft red herring prospectus to SEBI should not, in any way, be deemed or construed to mean that the same has been cleared or approved by SEBI. SEBI does not take any responsibility either for the financial soundness of any scheme or the project for which this issue is proposed to be made or for the correctness of the statements made or opinions expressed in the draft red herring prospectus. The investors are advised to refer to page 516 of the Red Herring Prospectus for the full text of the Disclaimer clause of SEBI.

DISCLAIMER CLAUSE OF THE BSE (THE DESIGNATED STOCK EXCHANGE): The exchange does not in any manner warrant, certify or endorse the correctness or completeness of any of the contents of the offer document or warrant that the Company's securities will be listed or will continue to be listed on the exchange or take any responsibility for the financial or other soundness of the Company, its promoters, its management or any scheme or project of the Company and it should not for any reason be deemed or construed that the offer document has been cleared or approved by the exchange. The investors are advised to refer to page 521 of the Red Herring Prospectus for the full text of the Disclaimer clause of BSE.

It is to be distinctly understood that the permission given by BSE to use their network and software of the Online IPO system should not in any way be deemed or construed that the compliance with various statutory requirements approved by BSE; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements nor does it take any responsibility for the financial or other soundness of this Issuer, its Promoters, its management or any scheme or project of this Issuer. It is also to be distinctly understood that the approval given by BSE is only to use the software for participating in book building process.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE to use their network and software of the Online IPO system should not in any way be deemed or construed that the compliance with various statutory and other requirements by K.P.R. Agrochem Limited, BRLM, etc. are cleared or approved by NSE; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements nor does it take any responsibility for the financial or other soundness of this Issuer, its Promoters, its management or any scheme or project of this Issuer.

It is also to be distinctly understood that the approval given by NSE should not in any way be deemed or construed that the offer document has been cleared or approved by NSE; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the contents of the prospectus; nor does it warrant that the securities will be listed or will continue to be listed on the Exchange. The investors are advised to refer to page 522 of the Red Herring Prospectus for the full text of the Disclaimer clause of NSE.

GENERAL RISK: Investments in equity and equity-related securities involve 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 entire 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 the Issuer and this Issue, including the risks involved. The Equity Shares offered in the Issue have not been recommended or approved by the Securities and Exchange Board of India, nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to the section titled "Risk Factors" on page 18 of the Red Herring Prospectus.

BOOK RUNNING LEAD MANAGER	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 Prabhudas Lilladher POWERING YOUR FINANCIAL GROWTH PL CAPITAL MARKETS PRIVATE LIMITED 3rd Floor, Sadhana House, 570, P.B. Marg, Worli, Mumbai - 400 018, India. Telephone: +91 22 6632 2222 Fax: +91 22 6632 2229 Email: kpripo@plindia.com Website: www.plindia.com Investor Grievance ID: grievance-mbd@plindia.com Contact Person: Sahana Raghunathan / Rohan Menon SEBI Registration Number: INM000011237	 KARVY FINTECH PRIVATE LIMITED Karvy Selenium Tower B, Plot No - 31 & 32, Financial District, Nanakramguda, Serilingampally, Hyderabad - 500 032, Telangana, India. Telephone: +91 40 6716 2222 Fax: +91 40 2343 1551 Email: kpragrochem.ipo@karvy.com Website: www.karvyfintech.com Investor Grievance ID: einward.ris@karvy.com Contact Person: Murali Krishna M SEBI Registration Number: INR000002221	 K.P.R. Agrochem Limited Narayana Rao Poluri Door No. 8 - 256, Tata Nagar, Balabhadrapuram, East Godavari - 533 343, Andhra Pradesh, India Telephone: +91 8857 237 367/236 767 Fax: +91 8857 237 333 E-mail: ipo@kprgroup.net Website: www.kpragrochem.com Investors can contact the Company Secretary and Compliance Officer, BRLM or the Registrar to the Issue in case of any pre-issue or post issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors are advised to refer to the Red Herring Prospectus and the Risk Factors contained therein before applying in the Issue. Full copy of the Red Herring Prospectus is available on the website of the SEBI at www.sebi.gov.in, the website of the BRLM to the Issue at www.plindia.com and websites of BSE and NSE i.e. www.bseindia.com and www.nseindia.com, respectively.

AVAILABILITY OF BID-CUM-APPLICATION FORMS: Bid-Cum-Application forms can be obtained from the Registered Office of the Company: K.P.R. Agrochem Limited, Telephone: +91 8857 237 367/236 767, Fax: +91 8857 237 333; BRLM: PL Capital Markets Private Limited, Telephone: +91 22 6632 2222, Fax: +91 22 6632 2229 and the Syndicate Member: Prabhudas Lilladher Private Limited, Telephone: +91 22 6632 2222, and at the select locations of the Sub-Syndicate Members, Registered Brokers, RTAs and CDPs participating in the Issue. Bid-cum-application Forms will also be available on the websites of BSE, NSE and the designated branches of SCSBs, the list of which is available at websites of the Stock Exchanges and SEBI.

SYNDICATE MEMBER: Prabhudas Lilladher Private Limited.

SUB-SYNDICATE MEMBERS: Almondz Global Securities Limited, Anand Rathi Share & Stock Brokers Limited, Ashika Stock Broking Limited, Axis Capital Limited, Amit Jasani Financial Services Limited, Bonanza Portfolio Limited, Centrum Broking Limited, Edelweiss Securities Limited, Eureka Stock & Share Broking Services Limited, HDFC Securities Limited, Hem Securities Limited, ICICI Securities Limited, IDBI Capital Market Services Limited, IIFL Securities Limited, JM Financial Services Limited, Jobanputra Fiscal Services Private Limited, Karvy Stock Broking Limited, Kotak Securities Limited, LKP Securities Limited, Malatia Stock Broking Private Limited, Motilal Oswal Financial Services Limited, Nirmal Bank Securities Private Limited, Pravin Ratilal Share and Stock Brokers Limited, RR Equity Brokers Private Limited, SBICAP Securities Limited, Sharekhan Limited, SMC Global Securities Limited, Systematic Shares and Stocks (India) Limited, Tradebulls Securities Private Limited, Viren M Shah, YES Securities (India) Limited.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA): All potential investors, other than Anchor Investors, are required to mandatorily utilise the ASBA process providing details of their respective bank account (including UPI ID in case of RIBs) which will be blocked by the SCSBs to participate in the Issue. Anchor Investors are not permitted to participate in the Anchor Investor Portion through the ASBA process. The investor is required to fill the Bid cum Application form and submit the same with the relevant SCSB or the Syndicate Member at the Specified Location or the Registered Brokers at the Broker Center or the RTA or the CDP. The SCSB will block the amount in the account as per the authority contained in the Bid cum Application form and undertake other tasks as per the specified procedure. On Allotment, the amount will be unblocked and the account will be debited only to the extent required to be paid for Allotment of Equity Shares. Hence, there will be no need for refunds for any category of investor, except Anchor Investors. For more details on the ASBA process, please refer to the section, "Issue Procedure" beginning on page 536 of the Red Herring Prospectus.

BANKERS TO THE ISSUE / SPONSOR BANK / ESCROW COLLECTION BANK: ICICI Bank Limited.

REFUND BANK: ICICI Bank Limited.

All capitalised terms used herein and not specifically defined shall have the same meaning