

(This is only an advertisement for information purposes and is not a prospectus announcement)

Markolines MARKOLINES TRAFFIC CONTROLS LIMITED

(Formerly known as "Markolines Traffic Controls Private Limited")

Corporate Identification Number: U99999MH2002PLC156371

Our Company was originally incorporated as "Mark-O-Line Traffic Controls Private Limited" on November 08, 2002 at Pune, Maharashtra as a private limited company under the Companies Act, 1956 with the Registrar of Companies, Pune. The Registered office of our Company got shifted from Pune to Mumbai vide Certificate of Registration of Regional Director order for Change of State dated September 27, 2005. The name of our Company was changed from "Mark-O-Line Traffic Controls Private Limited" to "Markolines Traffic Controls Private Limited" vide Fresh Certificate of Incorporation Consequent upon Change of Name pursuant to Shareholders Resolution passed at the Extra Ordinary General Meeting held on February 17, 2018. Further, our Company was converted into Public Limited Company pursuant to Shareholder's resolution passed at the Extraordinary General Meeting of our Company held on April 19, 2021 and the name of our Company was changed to "Markolines Traffic Controls Limited" and a Fresh Certificate of Incorporation consequent upon conversion of Company to Public Limited dated August 10, 2021 was issued by Registrar of Companies, Mumbai, Maharashtra, being Corporate Identification Number U99999MH2002PLC156371.

Registered office: 502, A Wing, Shree Nand Dham, Sector 11, CBD Belapur Navi Mumbai 400614, Maharashtra India

Contact Person: Mr. Parag Sudhir Jagdale, Company Secretary and Compliance Officer

Tel: +91 22 6266 1111 | E-mail: company.secretary@markolines.com | Website: www.markolines.com

PROMOTERS OF OUR COMPANY: MR. SANJAY BHANUDAS PATIL AND MR. KARAN ATUL BORA

THE ISSUE

PUBLIC ISSUE OF 51,28,000 EQUITY SHARES OF FACE VALUE OF ₹10.00 EACH ("EQUITY SHARES") OF MARKOLINES TRAFFIC CONTROLS LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹78.00 PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 68.00 PER EQUITY SHARE (THE "ISSUE PRICE") AGGREGATING TO ₹3,999.84 LAKH ("THE ISSUE") OF WHICH 2,57,600 EQUITY SHARES OF FACE VALUE OF ₹ 10.00 EACH FOR CASH AT A PRICE OF ₹78.00 PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹68.00 PER EQUITY SHARE AGGREGATING TO ₹200.93 LAKH WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS THE MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 48,70,400 EQUITY SHARES OF FACE VALUE OF ₹10.00 EACH AT A PRICE OF ₹78.00 PER EQUITY SHARE INCLUDING A SHARE PREMIUM OF ₹ 68.00 PER EQUITY SHARE AGGREGATING TO ₹3,798.91 LAKH IS HERINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 26.84 % and 25.49 % RESPECTIVELY OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY

THE FACE VALUE OF THE EQUITY SHARE IS ₹10.00 AND THE ISSUE PRICE IS 7.8 TIMES OF THE FACE VALUE OF THE EQUITY SHARES

THIS ISSUE IS BEING MADE IN TERMS OF CHAPTER IX OF THE SECURITIES EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 (THE "SEBI (ICDR) REGULATIONS"), AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET ISSUE TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 253(2) OF THE SEBI (ICDR) REGULATIONS, AS AMENDED.

ISSUE

OPENS ON: WEDNESDAY, SEPTEMBER 15, 2021

CLOSES ON: MONDAY, SEPTEMBER 20, 2021

FIXED PRICE ISSUE AT ₹ 78.00 PER EQUITY SHARE
MINIMUM APPLICATION SIZE OF 1,600 EQUITY SHARES AND IN MULTIPLES OF 1,600 EQUITY SHARES THEREAFTER

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 further details check section on ASBA below.	Mandatory in Public Issues from January 01, 2016 No cheque will be accepted.
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UPI – Now mandatory in ASBA for Retail Investors applying through Registered Brokers, DPs & RTAs. Retail Investors also have the options to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account.

Applicants should ensure that DP ID, PAN and the Client ID are correctly filled in the Application Form. The DP ID, PAN and Client ID provided in the Application Form should match with the DP ID and Client ID available in the Depository database, otherwise, the Application Form is liable to be rejected. Applicant should ensure that the beneficiary account provided in the Application Form is active. Applicants should note that on the basis of the PAN, DP ID and Client ID as provided in the Application Form, the Applicant may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for any correspondence(s) related to the Issue. 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 Applicants' sole risk.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA): Investors have to compulsorily apply through the ASBA process. ASBA has to be availed of by all investors. Further as per SEBI Circular SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018, all Retail Individual Investors can also apply through Unified Payments Interface ("UPI"). The investor is required to fill the Application form and submit the same to the relevant SCSB or the Registered Brokers at Broker Center or the RTA or the CDP. The SCSB will block the amount in the account as per the authority contained in Application form and undertake other tasks as per the specified procedure. On Allotment, amount will be unblocked and 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 more details on the ASBA process, please refer to the section, "Issue Procedure" beginning on page no. 215 of the Prospectus.

RISKS IN RELATION TO FIRST ISSUE: This being the first Public Issue of our Company, there has been no formal market for the Equity Shares of our Company. The face value of the equity shares is ₹10.00. The Issue Price (as determined and justified by our Company in consultation with the Lead Manager as stated in "Basis for Issue Price" on page no. 73 of the Prospectus) should not be taken to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

GENERAL RISKS: 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 investment. Investors are advised to read the risk factors carefully before taking an investment decision in this offering. For taking an investment decision, investors must rely on their own examination of the Issuer and the Issue including the risks involved. The Equity Shares in the 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 Prospectus. Specific attention of the investors is invited to the section titled "Risk Factors" beginning on page no. 21 of the Prospectus.

ISSUER'S ABSOLUTE RESPONSIBILITY: Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that the Prospectus contains all information with regard to Our Company and the Issue which is material in the context of the Issue, that the information contained in the Prospectus is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes the Prospectus as a whole or any of such information or the expression of any such opinions or intentions misleading, in any material respect.

LISTING: The Equity Shares issued through the Prospectus are proposed to be listed on the SME Platform of BSE Limited. Our Company has received 'in-principle' approvals from BSE for the listing of the Equity Shares pursuant to letter dated September 03, 2021. For the purposes of the Issue, the Designated Stock Exchange shall be BSE Limited.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA: Since the Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, the Prospectus was filed with SEBI in terms of the Regulation 246 (5) of the SEBI (ICDR) Regulations, 2018, and the SEBI shall not offer any observation on Offer Document. Hence, there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire "Disclaimer Clause of SEBI" on page no. 197 of the Prospectus.

DISCLAIMER CLAUSE OF BSE (DESIGNATED STOCK EXCHANGE): "It is to be distinctly understood that the permission given by BSE Limited ("BSE") should not in any way be deemed or construed that the contents of the Prospectus or the price at which the equity shares are offered has been cleared, solicited or approved by BSE, nor does it certify the correctness, accuracy or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Prospectus for the full text of the "Disclaimer clause to BSE Limited" on page no. 200 of the Prospectus.

ADDITIONAL INFORMATION AS REQUIRED UNDER SECTION 30 OF THE COMPANIES ACT, 2013

MAIN OBJECTS AS PER MEMORANDUM OF ASSOCIATION OF THE COMPANY: For information on the main objects of our Company, see "History and Certain Other Corporate Matters" on page no. 122 of the Prospectus and Clause III (A) of the Memorandum of Association of our Company is a material document for inspection in relation to the Issue.




LIABILITY OF MEMBERS: The Liability of members of Company is Limited.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AND CAPITAL STRUCTURE:

Authorized Share Capital of ₹ 2,000.00 Lakh divided into 2,00,00,000 Equity Shares of ₹10.00 each. Issued, Subscribed & Paid-up Share Capital prior to the Issue: ₹1,397.95 Lakh divided into 1,39,79,520 Equity Shares of ₹10.00 each. Proposed Post Issue Paid-up Share Capital: ₹ 1,910.75 Lakh divided into 1,91,07,520 Equity Shares of ₹10.00 each.

SIGNATORIES TO MOA AND SHARES SUBSCRIBED

Signatories to MOA		Current Promoters	
Name	No. of shares	Name	No. of shares
Mr. Sanjay Bhanudas Patil	300	Mr. Sanjay Bhanudas Patil	54,04,640
Mr. Niyaz S. Momin	150	Mr. Karan Atul Bora	14,14,400
Mr. Avinash B. Patil	1		
Ms. Kirtinandini S. Patil	1		
Mr. Vishwanath Ramchandra Dange	250		
Mr. Sunil S. Powar	300		
Mr. Vijay R. Oswal	1		
Total	1,003	Total	68,19,040

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
 <p>GRETEX CORPORATE SERVICES LIMITED Office No. 13, 1st Floor, New Bansilal Building, Raja Bahadur Mansion, 9-15, Homi Modi Street, Fort, Mumbai - 400 001 Tel No.: +91 - 22 - 4002 5273 / 98368 22199/ 98368 21999 Email: info@gretexgroup.com/ mbk@gretexgroup.com Website: www.gretexcorporate.com Contact Person: Mr. Janil Dilip Jain SEBI Registration No: INM000012177 CIN: U74999MH2008PLC288128</p>	 <p>BIGSHARE SERVICES PRIVATE LIMITED 1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri East, Mumbai - 400 059 Tel. No.: +91 - 22 - 6263 8200; Fax No.: +91 - 22 - 6263 8299 Email: ipo@bigshareonline.com; Website: www.bigshareonline.com Investor Grievance Email: investor@bigshareonline.com Contact Person: Mr. Swapnil Kate SEBI Registration No.: INR000001385 CIN: U99999MH1994PTC076534</p>	 <p>MARKOLINES TRAFFIC CONTROLS LIMITED Mr. Parag Sudhir Jagdale Company Secretary & Compliance Officer, Markolines Traffic Controls Limited 502, A Wing, Shree Nand Dham, Sector 11, CBD Belapur Navi Mumbai 400614, Maharashtra India Tel: +91 22 6266 1111 E-mail: company.secretary@markolines.com Website: www.markolines.com</p> <p>Investors can contact the Compliance Officer 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, credit of allotted shares in the respective beneficiary account, etc.</p>

AVAILABILITY OF APPLICATION FORMS: Application Form can be obtained from the Registered Office of Company, MARKOLINES TRAFFIC CONTROLS LIMITED, Tel: +91 22 6266 1111; Registered Office of Lead Manager: GRETEX CORPORATE SERVICES LIMITED, Email: info@gretexgroup.com, Tel No.: +91 - 22 - 4002 5273 / 98368 22199/ 98368 21999; Self Certified Syndicate Banks; Registered Brokers; Designated RTA Locations and Designated CDP Locations for participating in the Issue. Application Forms will also be available on the websites of the Stock Exchange and at all the Designated Branches of SCSBs, the list of which is available on the websites of the Stock Exchange and SEBI.

AVAILABILITY OF PROSPECTUS: Investors should note that Investment in Equity Shares involves a degree of risk and investors are advised to refer to the Prospectus and the Risk Factors contained therein, before applying in the Issue. Full copy of the Prospectus shall be available at the website of Stock Exchange at www.bsesme.com, the website of Lead Manager at www.gretexcorporate.com in and the website of the Issuer Company at www.markolines.com.

BANKER TO THE ISSUE & SPONSOR BANK: ICICI Bank Limited

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Prospectus dated September 08, 2021.

For Markolines Traffic Controls Limited
(Formerly known as Markolines Traffic Controls Private Limited)

Sd/-
Mr. Sanjay Bhanudas Patil
Managing Director
DIN: 00229052

Place: Mumbai
Date: September 08, 2021

MARKOLINES TRAFFIC CONTROLS LIMITED is proposing, subject to market conditions and other considerations, public issue of its Equity Shares and has filed the Prospectus with the Registrar of Companies, Mumbai. The Prospectus is available on the website of the Lead Manager at www.gretexcorporate.com the website of the BSE Limited i.e. www.bsesme.com, and website of the Issuer Company at www.markolines.com. Investors should note that investment in Equity Shares involves a high degree of risk. For details investors should refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page no. 21 of the Prospectus, which has been filed with ROC.

The Equity Shares have not been and will not be registered under the U.S. Securities Act 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 or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S of the Securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Accordingly, the Equity Shares will be offered and sold (i) in the United States only to "qualified institutional buyers", as defined in Rule 144A of the Securities Act, and (ii) outside the United States in offshore transactions in reliance on Regulation S under the Securities Act and in compliance with the applicable laws of the jurisdiction where those offers and sales occur. The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Application may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction.