

This is an abridged prospectus containing salient features of the Prospectus. You are encouraged to read greater details available in the Prospectus.

THIS DOCUMENT CONSISTS OF TWO PAGES OF APPLICATION FORM ALONG WITH INSTRUCTIONS AND SEVEN PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

You may obtain a physical copy of the Application form and the Prospectus from stock exchange, our Company, Lead Manager, Non-Syndicate Registered Brokers, Registrar and Share Transfer Agents, Underwriters, Bankers to the Issue or Self Certified Syndicate Banks. You may also download the Prospectus from the websites of Securities and Exchange Board of India ('SEBI'), Lead Manager and Stock Exchange where the equity shares are proposed to be listed (Stock Exchange) that is www.sebi.gov.in; www.gretexcorporate.com, and www.nseindia.com respectively. All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Prospectus.



DEBOCK SALES AND MARKETING LIMITED
CIN: U52190RJ2008PLC027160

(hereinafter referred as "Our Company"/ "The Company"/ "The Issuer")

Registered Office: 51, Lohiya Colony, 200ft Bye Pass, Vaishali Nagar, Jaipur - 302021, Rajasthan
Tel No.: 0141 235 8654; **Email:** cs@debockgroup.com; **Website:** www.debockgroup.com
Contact Person: Ms. Tripti Sharma, Company Secretary and Compliance Officer.

PROMOTERS OF OUR COMPANY: MR. MUKESH MANVEER SINGH

ISSUE DETAILS, LISTING AND PROCEDURE

This is an **Initial Public Offering (IPO)** of equity shares of face value of Rs. 10/- each of our Company and we plan to raise Rs.444.00 Lakhs by issuing 22,20,000 equity shares at issue price of Rs. 20/- each including a premium of Rs. 10/- each. **These equity shares are proposed to be listed on EMERGE Platform of NSE ('NSE EMERGE) (Designated Stock Exchange).**

The minimum lot size for the IPO is 6,000 equity shares. Details about the basis for the Issue Price will be available on the website of National Stock Exchange of India Limited i.e. www.nseindia.com.

Procedure:

If you wish to know about processes and procedures applicable to public issues, you may request for a copy of the General Information Document (GID) from LM or download it from the website of National Stock Exchange of India Limited (www.nseindia.com) and LM (www.gretexcorporate.com).

ELIGIBILITY FOR THE ISSUE - Regulation 26(1)/ 26(2) of SEBI (ICDR) Regulations, 2009

Whether the company is compulsorily required to allot at least 75% of the net offer to public, to qualified institutional buyers – **No This being an issue under Chapter XB of SEBI (ICDR) Regulations, 2009; Regulation 26(1) / 26(2) of SEBI (ICDR) Regulations, 2009 are not applicable. The company is eligible for the issue in terms of Regulation 106(M)(1) of SEBI (ICDR) Regulations, 2009.**

INDICATIVE TIMETABLE

The below dates are indicative. However actual dates may vary.

Issue Opening Date	Thursday, May 24, 2018	Unblocking of funds from ASBA Account	On or Before Friday, June 01, 2018
Issue Closing Date	Monday, May 28, 2018	Credit of Equity Shares to demat accounts of Allottees	On or Before Monday, June 04, 2018
Finalisation of basis of allotment with the Designated Stock Exchange	On or Before Thursday, May 31, 2018	Commencement of trading of Equity Shares on the Stock Exchange	On or Before Tuesday, June 05, 2018

The above time table, other than issue opening and closing dates, is indicative in nature and does not constitute any obligation on the Company or the LM. While our Company shall ensure that all the steps for completion of all the necessary formalities for the listing and trading of our equity shares on the EMERGE Platform of NSE are taken within 6 working days of the issue closing date, the time table may change due to various factors such as extension of the issue period by the Company or any delay in receiving final listing and trading approval from the NSE. The commencement of the trading of Equity shares will be entirely at the discretion of the NSE EMERGE in accordance with the applicable laws.

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 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 have not been recommended or approved by the Securities and Exchange Board of India (“SEBI”), nor does SEBI guarantee the accuracy or adequacy of the contents of the Prospectus. Specific attention of the investors is invited to the section titled “Risk Factors” at page 12 of the Prospectus and on page 7 of this Abridged Prospectus

DISCLOSURE OF PRICE INFORMATION OF PAST ISSUES HANDLED BY GRETEX CORPORATE SERVICES PRIVATE LIMITED

Sl. No.	Issuer Name	Issue Size (Cr)	Issue Price (in rs.)	Listing Date	Opening Price on Listing Date	+/- % change in closing price, [+/- % change in Closing benchmark] 30th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark] 90th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark]- 180th calendar days from listing
1	Veeram Ornaments Limited	5.12	45	05-01-2017	42.75	0.87,[5.19]1	-2.17,[11.52]2	-1.96,[16.56]3
2	Jash Dealmark Limited	5.4	40	27-03-2017	39.8	-9.59,[2.76]4	2.50,[6.68]5	-3.02,[9.34]9
3	Yug Décor Limited	2.88	26	31-05-2017	27	3.07,[-1.37]6	20.69,[0.81]7	49.43,[8.41]
4	Riddhi Corporate Services Ltd	12.35	130	22-06-2017	130	4.14[1.77]8	18.10,[3.61]	1.14[8.26]
5	Dhruv Wellness Limited	5.5568	20	12-09-2017	19.6	2.82,[0.07]	2.56,[4.03]	NA
6	A&M Febcon Limited	6.6816	18	14-09-2017	18	-9.44,[0.59]	-23.89,[2.52]	NA
7	Sagar Diamonds Limited	15.2145	45	26-09-2017	45	-21.55,[4.90]10	-7.63,[7.41]	N.A
8	Siddharth Education Services Limited	18.878	35	12-10-2017	35	21.43,[3.52]11	0.24,[6.99]	N.A
9	DiggiMulti trade Limited	3.38	13	22-12-2017	13.25	-5.99,[4.63]	N.A	N.A
10	Kids medical Limited	6.00	30	22-12-2017	32.40	-1.89,[4.63]	N.A	N.A

In case where the security is not been traded on 3th, 90th and 180th day, the previous working day has been considered.

In case where 30th, 90th and 180th day is holiday, the previous working day has been considered for benchmark and security purpose.

The benchmark index is SENSEX where the securities have been listed in BSE SME.

Sources: All share price data is from www.nseindia.com. (for further Detail please refer Prospectus)

Names of Lead Manager and contact details (telephone and email id)	GRETEX CORPORATE SERVICES PRIVATE LIMITED Registered Office: 102, 1st Floor, Atrium-2, Behind Coutyard Marriott Hotel, Andheri Kurla Road, Hanuman Nagar, Andheri- East, Mumbai-400093, Maharashtra, India. Tel No: +91 33 4006 9278 Email: info@gretexgroup.com Website: www.gretexcorporate.com Contact person: Mr. Goutam Seal SEBI Registration No.- INM000012177
Names of Syndicate Members	Not Applicable
Name of Registrar to the Issue and contact details (telephone and email id)	CAMEO CORPORATE SERVICES LIMITED Address: Submaramanian Building, 1 Club House Road, Chennai-600 002. Tel: +91 44 2846 0390/1989 Fax: +91 44 28460129 Email: cameo@cameoindia.com Website: www.cameoindia.com Contact Person: Mr.R.D.Ramaswamy SEBI Registration No.: INR000003753
Name of Statutory Auditor	Mohnot Puneet & Associates, Chartered Accountants
Name of Peer Reviewed Auditor	M/s PSD & Associates, Chartered Accountants
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable
Name of Debenture trustee, if any	Not Applicable
Self Certified Syndicate Banks	The list of banks is available on http://www.sebi.gov.in/sebiweb/home/detail/32791/no/List-of-Self-Certified-Syndicate-Banks-under-the-ASBA-facility
Non Syndicate Registered Brokers	You can submit Application Forms in the Issue to Registered Brokers at the Broker Centres. The details of such Broker Centres, along with the names and contact details of the Registered Brokers are available on the website of the Stock Exchange (www.nseindia.com).
Details regarding website address(es)/link(s) from which the investor can obtain list of registrar to issue and share transfer agents, depository participants and stock brokers who can accept application from investor (as applicable)	The details of the Designated Registrar and Share Transfer Agents Locations and Designated Collecting Depository Participant Locations, along with their names and contact details are available on the websites of the Stock Exchange (www.nseindia.com) and updated from time to time.

PROMOTER OF ISSUER COMPANY

Mr. Mukesh Manveer Singh

Mr. Mukesh Manveer Singh, aged about 40 Years, is designated as Chairman and Managing Director of our Company w.e.f May 25, 2017. He has completed his senior secondary from Rajasthan Board. He has an experience of around 18 years in Construction and Real Estate Development, manufacturing agriculture equipment, Hospitality Services & Sale of ACE Tractors. He is the guiding force behind all corporate decisions and is responsible for the entire business operations.

BUSINESS MODEL/BUSINESS OVERVIEW AND STRATEGY

Established in the year 2008, Our Company Debock Sales and Marketing Limited is Company engaged in the business of manufacturing and trading of agricultural equipment. We are manufacturer and suppliers of range of agricultural equipment mainly Tractor Trolley, Agricultural Thresher, Mould Board Ploughs, Mounted Disc Ploughs, Tillers, Tanker, Combine Machine, Seed Drill Machine, Mounted Disc Harrows, Tractor Cultivators, Chaff Cutters etc. Our Company is also engaged in the hospitality services. Keeping in consideration the future concept of tourism in Rajasthan particularly in Deoli district area where there is no better option of hotels are

available Company decided to commence its business in hospitality services by opening a class hotel (Hotel Debock Inn) in July 2015 at Deoli in Tonk District on NH -12 in July 2015.

Our manufacturing facilities are located at Panwad Mod, NH-12, Gopipura Post, Deoli, Tonk Rajasthan and are Well equipped with required facilities to facilitate smooth manufacturing process. We endeavor to maintain safety in our premises by adhering to key safety norms. Our manufacturing process is completely integrated from procurement of raw materials and final testing for direct use of our customers.

Our Company commenced its business in the field of agriculture equipment in July 2015 by establishing our manufacturing/trading unit at Deoli on NH-12 (Jaipur - Kota Highway). In the said division we manufactures the equipment which are used in the farming segment, like - Harrow, Trolley, Seed drill, Cultivator water tankers, Land Leveler, Sherna and diesel tanks. Our Company also trading some agriculture items – like Thresher, Rotavators MB plough Disc plough and Tillers from the renowned parties to establish in the market and to meet the requirement of the area concerned farmers. Our Company has organised the sale of the agriculture equipment through establishing dealership points in the Rajasthan at various district levels. All the dealers are being look after by the marketing team of our Company. All the assistance in respect of warranty and services are undertaken by the Company through its technical staff.

Our Company decided to commence its business in hospitality services by opening a class hotel (Hotel Debock Inn) in July 2015 at Deoli in Tonk District on NH -12. in July 2015. This Hotel is a AC hotel providing all facilities to the clients as per their convenience, in compliance with proper guidelines of hotel departments. This hotel is provisioned with 18 Ac rooms with full amenities, Roof Top restaurant, Lift, telephone facilities and Conference AC Hall.

Our Company is one of the fastest growing Rajasthan based Sales and Marketing Company is an outcome of the professional entrepreneurship of its highly experienced and competent management team. Their focus and passion is to establish a high quality, customer centric and Service Driven Sales and Marketing Company catering and valuing the smallest needs of people of India. The association of the Company with the finest pedigree investors reflects Company’s sustainable growth and synergies. At their best, both sales and marketing are opportunities for the creation of mutual benefit. Marketing is a widely used term to describe the communication between a Company and the consumer audience that aims to increase the value of the Company or its merchandise or, at its simplest, raises the profile of the Company and its products in the public mind. The purpose of marketing is to induce behavioral change in the receptive audience.

We believe that quality is an integral to the reputation and bottom line of an organization.Each part of the product has to undergo a quality check before it is finally assembled so as to prevent mistakes or defects in manufactured products and avoid problems when delivering solutions or services to customers. Our testing department, equipped with testing machines checks the desired level of quality in the product and gives a final quality approval before final dispatch of product.

We undertake a detailed exercise periodically to identify existing and prospective customers with the potential to develop into large clients. Our marketing team comprises of marketing personnel is actively involved in managing customer relationships and business development and ensure prompt customer service. Further, we market our products through placing advertisement in trade journals, business websites, take part in fairs and exhibition to promote our business.

BOARD OF DIRECTORS			
Sr. No.	Name	Designation (Independent/ Whole time/ Executive/ Nominee)	Experience including current/ past position held in other firms
1.	Mukesh Manveer Singh	Chairman and Managing Director	Mr. Mukesh Manveer Singh, aged about 40 Years, is designated as Chairman and Managing Director of our Companyw.e.f May 25, 2017. He has completed his senior secondary from Rajasthan Board. He has an experience of around 18years in Construction and Real Estate Development, manufacturing agriculture equipment, Hospitality Services &Sale of ACE Tractors.He is the guiding force behind all corporate decisions and is responsible for the entire businessoperations.

2.	Ashokkumar Nanakchand Mahawar	Non-Executive Director	Mr. Ashokkumar Nanakchand Mahawar, aged 44 Years, is the Non - Executive Director of our Company. He has completed Diploma in ITI Mechanical from Marine Institute in CBD Belapur, Mumbai, Maharashtra. He has an experience of around 10 years Business of manufacturing agriculture equipment, Hospitality Services & ACETractors as a C&F agent. He has also vast experience in handling and maintenance of heavy machineries used in manufacturing of agricultural equipment. He is also efficient in designing of agricultural equipment.
3.	Priyanka Sharma	Non-Executive Director	Mrs. Priyanka Sharma, aged 38 Years, is the Non-Executive Director of our Company. She holds bachelors degree of Arts (Music) from Indira Kala Sangit Vishwavidyalaya, Khairagarh (Chhattisgarh). She has an experience of providing loan to profiled customers through our group Company, Dannfin India Private Limited, a NBFC Company registered by RBI.
4.	Arvind Rao	Independent Director	Mr. Arvind Rao, aged 51 Years, has been appointed as Independent Director of our Company w.e.f August 08, 2017. He has completed Bachelor of Education from Maharshi Dayanand University, Rohtak. He has worked in a wellknown Jaipur based NBFC Company. He has an experience in agriculture segment as he owns a firm which deals in agriculture products in India.
5.	Kailash Brahmabhatt	Independent Director	Mr. Kailash Brahmabhatt, aged 46 years, has been appointed as Independent Director of our Company w.e.f August 08, 2017. He has completed Bachelor of Arts from University of Rajasthan. He is into social services and is wellknown Journalist in Rajasthan Patrika.
6.	Harshadkumar Jashwantlal Patel	Independent Director	Mr. Harshadkumar Jashwantlal Patel, aged 68 years, has been appointed as Independent Director of our Company w.e.f December 26, 2017. He has completed Bachelor of Arts in Economics from University of Gujarat. He has over 30 years of experience in Business operations and strategy, Organisation Development, Transformation and change Management, Business Consulting and HR Management.

The Issue includes a fresh Issue of 22,20,000 Equity Shares of our Company at an Issue Price of Rs.20.00 per Equity Share.

Our Company proposes to utilize the funds which are being raised through this Issue towards the below mentioned objects and gain benefits of listing on EMERGE Platform of NSE:

The Objects of the Issue are:

- A. To Meet working capital requirement.

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues/rights issues, if any, of the Company in the preceding 10 years: Not Applicable.

Name of monitoring agency, if any: Not Applicable

Terms of Issuance of Convertible Security, if any: Not Applicable

SHAREHOLDING PATTERN

Sr. No.	Particulars	Pre Issue number of shares	% Holding of Pre issue
1.	Promoter & Promoter Group	60,00,000	100%
2.	Public	-	-
3.	Non Promoter Non Public	-	-
	Total	60,00,000	100%

Number/amount of equity shares proposed to be sold by selling shareholders, if any: Not Applicable

RESTATED AUDITED FINANCIALS


Standalone

(₹ In Lakhs, except per share data)

Particulars	For the year ended March					As at
	2013	2014	2015	2016	2017	December 31, 2017
Total income from operations (net)	3.30	10.08	408.98	1026.68	1614.76	771.48
Net Profit / (Loss) before tax and extraordinary items	2.01	3.35	3.63	1.51	73.00	31.94
Net Profit / (Loss) after tax and extraordinary items	1.97	2.31	2.46	(2.23)	51.05	27.45
Equity Share Capital	1.00	1.00	39.60	100.00	100.00	600.00
Reserves and Surplus	0.05	2.36	4.81	8.62	59.68	1179.76
Share Application Money Pending Allotment	38.60	38.60	-	-	-	-
Net worth	1.05	3.36	44.41	108.62	159.68	1779.76
Basic & Diluted earnings per share (₹) after Bonus Issue	19.76	23.11	20.26	(0.52)	5.11	1.13
Return on net worth (%)	189.05%	68.85%	5.53%	(2.05)%	31.98%	1.54%
Net Asset Value Per Share(₹)	10.45	33.56	11.21	10.86	15.97	29.66

INTERNAL RISK FACTORS

The below mentioned risks are top 10 risk factors as per the Prospectus.

1. Our Promoter, Mr. Mukesh Manveer Singh is party to certain criminal legal proceedings. Any adverse decision in such proceedings may have a material adverse effect on our business, results of operations and financial condition.
2. All the KYC of our promoter are in his erstwhile name and there is mismatch in regard to the DOB, any misinterpretation may hamper the reputation of our Company.
3. The name of our company does not match with the nature of business which is carried out.
4. Our business is dependent on certain principal customers and the loss of, or a significant reduction in purchases by, such customers could adversely affect our business, financial condition, results of operations and future prospects
5. Our business i.e. agricultural equipment business and hotel sector are highly seasonal and such seasonality may affect our operational results.
6. Our Peer Review Auditor in their re-stated report has qualified their opinion upon the provisions on account of salary payable to Managing Director.
7. Our Company had negative cash flows from our operating activities as well as investing activities in some of the previous year(s) as per the Restated Financial Statements.
8. Our Company logo  and brand name “EAGLE” (Wordmark) are not registered under the Trade Marks Act, 1999 and our liability to use the said word mark may be impaired as we may not be able to protect or maintain the same.
9. Our insurance policies do not cover all risks, which may affect our business adversely.
10. We are dependent on third party transportation providers for delivery of raw materials to us from our suppliers and delivery of our products to our clients. Any failure on part of such service providers to meet their obligations could adversely affect our business, results of operations and financial condition.

SUMMARY OF OUTSTANDING LITIGATION, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against the company and amount involved:- Our Company is Involved in total two outstanding Proceeding as on the date of the Prospectus. Total Amount involved in the Proceeding wherever quantifiable is Rs. 23,520.

B. Brief details of top two material outstanding litigations against the company and amount involved:

Sr. No.	Particulars	Litigation Filed by	Current Status	Amount Involved
1	A notice dated June 28, 2017 under section 143(2) of the Income Tax Act, 1961 for Assessment year 2016-2017, intimating selection of our Company's Income Tax return filed on October 16, 2016 for complete scrutiny. The Company was advised to file necessary supporting documents.	N.A.	The Matter is still pending before the authority.	Not Ascertainable
2	TDS Defaults for assessment years the 2018-2019 and 2014-15.	N.A.	The amount is currently outstanding	Rs.23,520

C. Regulatory Action, if any - disciplinary action taken by SEBI or stock exchanges against the Promoters / Group companies in last 5 financial years including outstanding action, if any: – **None**

D. Brief details of outstanding criminal proceedings against Promoters: – **None**

ANY OTHER IMPORTANT INFORMATION AS PER LEAD MANAGER / ISSUER COMPANY

None

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 1956, the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/regulations issued by the Securities and Exchange Board of India, 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 Prospectus is contrary to the provisions of the Companies Act, 1956, the Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulations issued there under, as the case may be. We further certify that all statements in the Prospectus are true and correct.