

SEC:018:21-22/GN
May 3, 2021

National Stock Exchange of India Limited

Listing Department
Exchange Plaza, 5th Floor,
Plot no. C/1, G- Block,
Bandra-Kurla Complex,
Mumbai – 400 051.
NSE Symbol: SUNDARMHLD

Dear Sir,

Sub.: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (“Listing Regulations”)

This is with respect to the issue of fully paid-up equity shares (“**Equity Shares**”) for an amount aggregating up to ₹355 crores (Rupees Three Hundred and Fifty Five Crores Only) by Sundaram Finance Holdings Limited (“**Company**”) on a rights basis (“**Rights Issue**”). Please find enclosed a copy of the notice dated April 30, 2021 to the eligible equity shareholders in relation to the addendum to the letter of offer dated April 21, 2021 published in all editions of Financial Express, all editions of Jansatta, Gujarati edition of Financial Express and Chennai edition of Makkal Kural.

This intimation is issued in terms of Regulation 30 and all other applicable provisions of the Listing Regulations.

The above advertisement is also available on the website of the Company i.e., <http://www.sundaramholdings.in>.

We request you to take the aforesaid on records.

Thanking you.

Yours faithfully,
For Sundaram Finance Holdings Limited



P. N. Srikant
Secretary & Compliance Officer



Encl: As above

Sundaram Finance Holdings Limited

Exports witness nearly three-fold jump in April

Trade deficit widens to \$15.24 billion

PRESS TRUST OF INDIA
New Delhi, May 2

INDIA'S EXPORTS IN April jumped nearly three-fold to \$30.21 billion on account of healthy growth in key sectors including engineering, gems and jewellery, and petroleum products, even as trade deficit widened to \$15.24 billion, according to commerce ministry's preliminary data released on Sunday.

The country's merchandise exports were to the tune of \$10.17 billion in April 2020. Trade deficit in that month was \$6.92 billion.

Imports too rose by over three-folds to \$45.45 billion last month as against \$17.09 billion in April 2020.

"India's merchandise exports in April 2021 were \$30.21 billion, an increase of 197.03% over \$10.17 billion in April 2020 and an increase of 16.03% over \$26.04 billion in April 2019," the ministry said in a statement.

In percentage terms, the growth rate in exports and imports are at record high, mainly due to base-effect. Due to the Covid-19 pandemic induced lockdown last year, exports shrank by a record 60.28% in April 2020. In March this year, exports grew by 60.29% to \$34.45 billion. In April 2021, oil imports stood at \$10.8 billion as compared to \$4.65 billion in the corresponding month last year. Major export commodities which have recorded positive growth in April include gems and jewellery, jute, pharmaceuticals, carpet, handicrafts, leather, electronic goods, oil meals, cashew, engineering, petroleum products, marine products and chemicals. Exports of engineering, gems and jewellery, and petroleum products rose multifold



Imports are at record high, mainly due to base-effect.

Due to the Covid-19 pandemic induced lockdown last year, exports shrank by a record 60.28% in April 2020. In March this year, exports grew by 60.29% to \$34.45 billion.

In April 2021, oil imports stood at \$10.8 billion as compared to \$4.65 billion in the corresponding month last year.

Major export commodities which have recorded positive growth in April include gems and jewellery, jute, pharmaceuticals, carpet, handicrafts, leather, electronic goods, oil meals, cashew, engineering, petroleum products, marine products and chemicals.

Exports of engineering, gems and jewellery, and petroleum products rose multifold

Further, for 938 projects neither the year of commissioning nor the tentative gestation period has been reported. Out of 557 delayed projects, 114 projects have overall delay in the range of 1-12 months, 131 projects (13-24 months), 190 projects (25-60 months) and 122 projects (61 months and above). The average time overrun in these 557 delayed projects is 44.69 months.

462 infra projects show cost overruns worth ₹4.36 lakh crore

PRESS TRUST OF INDIA
New Delhi, May 2

AS MANY AS 462 infrastructure projects, each worth ₹150 crore or more, have been hit by cost overruns totalling more than ₹4.36 lakh crore, according to a report.

The Ministry of Statistics and Programme Implementation monitors infrastructure projects worth ₹150 crore and above. Of the 1,737 such projects, 462 reported cost overruns and 557 were delayed.

"Total original cost of implementation of the 1,737 projects was ₹22,33,409.53 crore and their anticipated completion cost is likely to be ₹26,69,649.35 crore, which reflects overall cost overruns of ₹4,36,239.82 crore (19.53% of original cost)," the ministry's latest report for March 2021 said.

According to the report, the cost overrun for completing

these 462 projects works out to be ₹4,36,239.82 crore.

The expenditure incurred on these projects till March 2021 is ₹13,06,617.54 crore, which is 48.94% of the anticipated cost of the projects.

However, the report said the number of delayed projects decreases to 412 if the delay is calculated on the basis of the latest schedule of completion.

Further, for 938 projects neither the year of commissioning nor the tentative gestation period has been reported.

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RBI to strengthen risk-based supervision of banks, NBFCs

PRESS TRUST OF INDIA
Mumbai, May 2



THE RESERVE BANK has decided to review and strengthen the Risk Based Supervision (RBS) of the banking sector with a view to enable financial sector players to address the emerging challenges.

The RBI uses the RBS model, including both qualitative and quantitative elements, to supervise banks, urban cooperatives banks, non-banking financial companies and all India financial institutions.

"It is now intended to review

the supervisory processes and mechanism in order to make the extant RBS model more robust and capable of addressing emerging challenges, while removing inconsistencies, if any," the RBI said while inviting bids from technical

experts/consultants to carry forward the process for banks.

Annual financial inspection of UCBs and NBFCs, the Expression of Interest (EOI) for 'Consultant for Review of Supervisory Models' said the supervisory functions pertaining to commercial banks, UCBs and NBFCs are now integrated, with the objective of harmonising the supervisory approach based on the activities/size of the supervised entities (SEs).

"It is intended to review the existing supervisory rating models under CAMELS approach for improved risk capture in forward looking manner and for harmonising

the supervisory approach across all SEs," it said.

Annual financial inspection of UCBs and NBFCs is largely based on CAMELS model (Capital Adequacy, Asset Quality, Management, Earnings, Liquidity, and Systems & Control).

The RBI undertakes supervision of SEs with the objective of assessing their financial soundness, solvency, asset quality, governance framework, liquidity, and operational viability, so as to protect depositors' interests and financial stability.

The Reserve Bank conducts supervision of the banks through offsite monitoring of

the banks and an annual inspection of the banks, where applicable.

In case of Urban Cooperative Banks (UCBs) and NBFCs, it conducts the supervision through a mix of offsite monitoring and on-site inspection, where applicable.

A technical advisory group consisting of senior officers of the RBI would examine the documents submitted by the applicants in connection with EOI.

EOI said the consultant would be required to work in close co-ordination with officers of RBI's Department of Supervision in Mumbai.

CENTRAL DEPOSITORY SERVICES (INDIA) LIMITED											
Registered Office: A-2501, Marathia Futurex, A Wing, 25 th Floor, Mafatal Mills Compound, N.M. Joshi Marg, Lower Parel (East), Mumbai - 400 013 CIN: L67120MH1997PLC112443											
EXTRACT OF AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED MARCH 31, 2021											
(All figures in Rs. Lakh except EPS)											
Sr. No.	Particulars	Consolidated					Standalone				
		Quarter ended		Year Ended	Year ended	Quarter ended		Year Ended	Year ended		
		31.03.2021	31.12.2020	31.03.2020	31.03.2021	31.03.2020	31.03.2021	31.12.2020	31.03.2020	31.03.2021	31.03.2020
		(Audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)	(Audited)
1	Income from operations	10,308.81	8,613.39	5,989.43	34,371.71	22,510.53	7,940.55	6,876.17	4,527.46	27,058.39	16,815.16
2	Other Income	716.56	1,706.70	1,308.44	5,691.58	5,914.58	558.54	1,248.59	952.10	4,176.60	4,323.78
3	Net profit for the period (before tax, exceptional and extraordinary items)	6,892.00	7,055.93	3,582.36	25,952.34	13,644.78	5,592.64	5,649.11	2,600.38	20,636.58	9,717.14
4	Net profit for the period before tax (after exceptional and extraordinary items)	6,892.00	7,055.93	3,582.36	25,952.34	13,644.78	5,592.64	5,649.11	2,600.38	20,636.58	9,717.14
5	Net profit for the period after tax (after exceptional and extraordinary items)	5,164.49	5,402.94	2,814.00	20,126.73	10,671.82	4,196.94	4,301.77	2,096.50	16,005.76	7,731.81
6	Total comprehensive income for the period (comprising profit/(loss) for the period (after tax) and Other Comprehensive Income (after tax))	5,189.06	5,380.74	2,807.42	20,117.83	10,680.79	4,221.26	4,281.07	2,095.76	16,001.13	7,746.78
7	Equity share capital	10,450.00	10,450.00	10,450.00	10,450.00	10,450.00	10,450.00	10,450.00	10,450.00	10,450.00	10,450.00
8	Other equity	-	-	-	77,272.11	61,949.46	-	-	-	57,809.41	46,510.78
9	Earnings per equity share (FV ₹10 each) Basic and Diluted (₹) (Not annualised except yearly data)	4.95	5.14	2.74	19.17	10.16	4.02	4.12	2.01	15.32	7.40

Notes:
1 The audited consolidated and standalone financial results of the Company for the quarter / year ended March 31, 2021 have been reviewed by the Audit Committee of the Board on May 1, 2021 and approved by the Board of Directors at its meeting held on May 1, 2021.
2 The above is an extract of the detailed audited financial results filed with the Stock Exchange under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. The full format of the audited consolidated and standalone financial results for the quarter/year ended March 31, 2021 are available on the National Stock Exchange (NSE) website (www.nseindia.com) and on Company's website (www.cdslindia.com).
3 Figures for the earlier period / year have been regrouped / rearranged / reclassified wherever necessary.
4 The Board of Directors at its meeting held on May 1, 2021 have recommended a payment of dividend of ₹ 9.00 per equity share of ₹ 10/- each, subject to the approval of shareholders at the ensuing Annual General Meeting.

Place : Mumbai
Date : May 1, 2021

For CENTRAL DEPOSITORY SERVICES (INDIA) LIMITED
Sd/-
Neetal Vora
Managing Director & CEO

Will return to India in a few days, says Poonawalla

PRESS TRUST OF INDIA
New Delhi, May 2

SERUM INSTITUTE OF India CEO Adar Poonawalla, who has been in the UK on extended stay to evade alleged threats in India over ever-increasing demand for Covid-19 vaccines, has said he will return in a few days.

In an interview to 'The Times', Poonawalla had alleged that he had been receiving threats in India and that he and his family had left the country for London after unprecedented "pressure and aggression" over the demand of vaccines.

In a tweet on Saturday, he said the production of Covishield — the Oxford/AstraZeneca's Covid-19 vaccine that is being produced by Serum Institute in India — was in full swing at SII's facility in Pune. "Pleased to state that Covishield's production is in full swing in Pune. I look forward to reviewing operations upon my return in a few days," Poonawalla said.

He, however, did not give a timeline for his return to India.

On his stay in the UK, the Serum Institute of India (SII) head said that he "had an excellent meeting" with all partners and stakeholders in that country.

Indian authorities are scrambling for vaccines, medicines and oxygen as the nation faces its worst health crisis.

"I'm staying here for an extended period because I don't want to go back to that situation," the *Times* cited Poonawalla as saying in an interview published on Saturday.

"I don't want to be in a situation where you are trying to do your job and just because you can't supply the needs of X, Y or Z, you really don't want to guess what they are going to do," he had said, adding, "Everything falls on my shoulders, but I can't do it alone."

LIC Mutual Fund Asset Management Limited
(Investment Managers to LIC Mutual Fund)
CIN No: U67190MH1994PLC077858

Registered Office: Industrial Assurance Bldg. 4th Floor, Opp. Churchgate Station, Mumbai - 400 020
Tel. No.: 022-66016000, Toll Free No.: 1800 258 5678, Fax No.: 022-22835606
Email: service@licmf.com • Website: www.licmf.com

NOTICE-CUM-ADDENDUM No. 06 of 2021-2022

NOTICE CUM ADDENDUM TO STATEMENT OF ADDITIONAL INFORMATION ("SAI"), SCHEME INFORMATION DOCUMENT ("SID") AND KEY INFORMATION MEMORANDUM ("KIM") OF ALL THE SCHEMES OF LIC MUTUAL FUND ("FUND")

Transactions through Electronic Mode due to Lock Down on account of COVID-19:

NOTICE is hereby given that in light of the COVID-19 pandemic, and various directive issued by various State governments from time to time, in order to facilitate transaction facilities for Investors a dedicated email id is being facilitated retail_bcptrxs@licmf.com (the designated email ID) w.e.f. 3rd May, 2021.

The investor can also transact through Distributors website, MF Utility platform, Stock Exchange platforms or any other online platform meant for transacting. All retail Investors transacting through offline mode are requested to only adopt online means for transacting. Investors can visit the 'Invest Online' on our website (www.licmf.com) or K-Fin tech website: <https://mfms.kfintech.com/investor/> or the app made available by the RTA: KFINKART INVESTOR.

- Transactions through the above designated email id will be accepted for KYC/FATCA/UBO etc. complied investors only, for all transactions. Investors/unitholders are required to attach the duly filled in & signed documents in a single attachment file in TIFF format and the attachment file size should not exceed 5 MB.
- The existing unitholders are required to send email from their registered email ID only. AMC shall not be responsible or liable for any email bounce back and/or rejection for any transaction requests which has not been received or has been rejected by AMC's email server for delivery, due to email exceeding the prescribed file size or due to quarantine or rejection by AMCs email security or spam filters or any other reason as may be applicable.
- Additionally, the auto-reply response received on submission of the request is just an acknowledgement for the receipt of the request and in no way confirms or can be deemed as an acceptance of the transaction request.
- It may further be noted that funds shall be accepted through IMPS, NEFT, RTGS, A/c Transfer & Cheque Deposit mode to the following designated bank accounts only:
 - LIC Mutual Fund A/c No: 0060035000367, HDFC Bank Ltd., IFSC Code: HDFC00000060
 - LIC Mutual Fund A/c No: 173010200004886, Axis Bank Ltd., IFSC Code: UTIB0000004
 - LICMF CMS Collection A/c No: 0004103000063142, IDBI Bank Ltd., IFSC Code: IBKL00000004
 AMC reserves right to add and/or delete the designated bank accounts from time to time. Changes (if any) shall be notified to the investors/unitholders on AMC Website (www.licmf.com), with due notice. The Investors/unitholders are required to email their request along with the proof of transfer/remittance/copy of cheque (duly filled) and copy of cheque deposit receipt from the bank.
- The time of receipt of funds in the scheme's collection account and the time of receipt of application with all the correct details at AMC's server shall be taken into consideration for the purpose of NAV applicability.
- For New Investors and for applications received through intermediaries like distributors and/or sales representatives, the scanned copy of the duly filled in and signed application form, transaction slips, relevant supporting documents duly completed in all respect and payment proof, as applicable, received, on the designated email id will be considered.
- AMC/Fund/ KFin Technologies Private Limited (RTA) shall act in good faith and shall take appropriate steps in connection with the email requests received regardless of the value involved and the same shall be binding on the Investor. The AMC will be held harmless for any loss if any, suffered by the Investor for processing such transactions.
- The Investor/unitholder acknowledges that it is a web-based service and that transmissions may not be properly received and may be inadvertently read and/or sometimes might get delayed. Investor/unitholder hereby agrees that the risk of delayed delivery or misunderstanding and errors shall be accepted by the Investor/unitholder and the AMC/Fund shall not be responsible for such deviation and shall not be liable for any claims, liability, loss, damage, cost or expenses arising from such possible delay or misunderstanding or errors caused in transmission.
- Investor shall indemnify AMC/Fund from and against all claims, liability, loss, damage, cost and expenses incurred by the AMC arising out of or relating to:
 - AMC/ Fund acting pursuant to, in accordance with or relying upon any email requests received or AMC not processing the email requests for any reason.
 - Any unauthorised or fraudulent email request received by AMC/Fund on behalf of the Investor.

Please be noted that the above facility is given to the unitholders/investors to facilitate the ease of operation considering the current pandemic situation. However, all the other terms and conditions for processing the transaction will remain unchanged.

Apart from the above all other terms and conditions of the SAI/SID/KIM will remain unchanged.

This addendum forms an integral part of the SAI/SID/KIM of the schemes of LIC Mutual Fund as amended from time to time.

For LIC MUTUAL FUND ASSET MANAGEMENT LIMITED

Date : 01/05/2021 Sd/-
Place : Mumbai Authorized Signatory

As part of Go-Green initiative, investors are encouraged to register/update their email ID and Mobile Number with us to support paper-less communication.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

This is only an advertisement for information purposes and not for publication, distribution or release directly or indirectly outside India. This does not constitute an offer or an invitation or a recommendation to purchase, to hold, to subscribe or sell securities and is not an announcement for the offer document. All capitalized terms used and not defined herein shall have the meaning assigned to them in the letter of offer dated April 21, 2021 (the "Letter of Offer" or "LOF") filed with the National Stock Exchange of India Limited ("NSE" or "Stock Exchange") and the Securities and Exchange Board of India ("SEBI").

SUNDARAM FINANCE HOLDINGS LIMITED

Sundaram Finance Holdings Limited (our "Company" or "Issuer"), a public limited company was incorporated in Chennai under the Companies Act, 1956 pursuant to a certificate of incorporation dated October 13, 1993, issued by the Registrar of Companies, Tamil Nadu at Chennai. For details regarding changes in the name and registered office of the Company, please see "General Information" on page 40 of the LOF.

Registered and Corporate Office: 21, Patullos Road, Chennai - 600 002, Tamil Nadu, India | Telephone: +91 44 2852 1181 | Website: www.sundaramholdings.in
Contact Person: P. N. Srikant, Secretary and Compliance Officer | E-mail: investorservices@sundaramholdings.in
Corporate Identity Number: L65100TN1993PLC025996

PROMOTER OF OUR COMPANY: SUNDARAM FINANCE LIMITED

ISSUE OF UP TO 7,10,00,000 EQUITY SHARES OF OUR COMPANY OF FACE VALUE OF ₹ 5 EACH ("RIGHTS EQUITY SHARES") AGGREGATING UP TO ₹ 35,500 LAKHS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 50 PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 45 PER RIGHTS EQUITY SHARE) ON A RIGHTS BASIS IN THE RATIO OF 23 RIGHTS EQUITY SHARES FOR EVERY 49 EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS, ON TUESDAY, APRIL 27, 2021 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, PLEASE REFER TO THE SECTION TITLED "TERMS OF THE ISSUE" BEGINNING ON PAGE 113 OF THE LETTER OF OFFER.

ISSUE OPENS ON:
THURSDAY, MAY 6, 2021

LAST DATE FOR ON MARKET RENUNCIATION*
FRIDAY, MAY 28, 2021

ISSUE CLOSSES ON*
WEDNESDAY, JUNE 2, 2021

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renounees on or prior to the Issue Closing Date.

Our Board or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 30 (thirty) days from the Issue Opening Date. Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

ASBA* | Simple, Safe, Smart way of making an application - Make use of it | *Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details, Refer to the Letter of Offer.

ADDENDUM TO THE LETTER OF OFFER, THE ABRIDGED LETTER OF OFFER, THE APPLICATION FORM AND THE RIGHTS ENTITLEMENT LETTER

This addendum ("Addendum") is being issued pursuant to item (4) Schedule IX, of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended.

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY

This Addendum is being issued pursuant to item (4) Schedule IX, of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended.

In reference to the Letter of Offer filed with SEBI and the Stock Exchange read with the advertisement dated April 30, 2021 published in all editions of Financial Express (a widely circulated English national daily newspaper), all editions of Jansatta (a widely circulated Hindi national daily newspaper) and Chennai edition of Makkal Kural (a Tamil regional daily newspaper, Tamil being the regional language in Chennai where our Registered Office is located) in relation to the Issue, Eligible Equity Shareholders should note the following:

- As disclosed on pages 60 and 65 of the Letter of Offer, the board of directors of the Company ("Board") had, pursuant to a resolution dated March 22, 2021, approved the acquisition of 6.84% shareholding in Flometallic India Private Limited ("FIPL"). Such acquisition was completed on April 30, 2021 and consequently, the shareholding of the Company in FIPL has increased from 40.00% to 46.84%. Accordingly, the relevant note to the table on pages 60 and 65 of the Letter of Offer stands modified to that extent. Additionally, the disclosure on shareholding of our Company in FIPL on page 66 also consequently, stands modified.
- Copies of the documents for inspection referred to in the section titled "Material Contracts and Documents for Inspection" on page 161 of the Letter of Offer, shall be made available for inspection electronically to the Eligible Equity Shareholders until the Issue Closing Date. Eligible Equity Shareholders interested in inspecting the documents can send an email to investorservices@sundaramholdings.in with the subject line "Documents for Inspection - Sundaram Finance Holdings Limited - Rights Issue" and upon receipt and processing of the received request, access can be provided to the respective Eligible Equity Shareholders for electronic inspection of documents.
- The optional mechanism of Registrar's web-based application platform ("R-WAP") provided by SEBI pursuant to the R-WAP Circulars, has been further extended pursuant to the SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2021/552 dated April 22, 2021 ("Extension Circular"). Accordingly, the definition of "R-WAP Circulars" as disclosed on page 7 in the section "Definitions and Abbreviations" of the Letter of Offer, stands modified to that extent. In addition, as required under the Extension Circular, our Company along with the Lead Manager, the Registrar to the Issue, and other relevant intermediaries involved in the Issue, shall ensure completion of refund for un-allotted / partial allotted application on or before T+1 day, T being the Basis of Allotment day. Further, the Registrar to the Issue, shall ensure that all data with respect to refund instructions is error free to avoid any technical rejections and in case of any technical rejection of refund instruction, the same shall be addressed promptly.

Further, this Addendum should be read in conjunction with the Letter of Offer, Abridged Letter of Offer, Application Form and other applicable Issue materials. This Addendum shall be communicated to SEBI and the Stock Exchange. Further, this Addendum can be accessed on websites of:

- our Company at www.sundaramholdings.in;
- the Registrar and at the Registrar's web-based application platform at <https://rights.cameindia.com/sfi/>; and
- the Lead Manager at www.jmfi.com.

Investors should only rely on the information included in this Addendum, the Letter of Offer, the Abridged Letter of Offer, the Application Form and other applicable Issue materials while making an investment decision to invest in the Issue.

For SUNDARAM FINANCE HOLDINGS LIMITED
On behalf of the Board of Directors

Sd/-
P. N. Srikant
Secretary and Compliance Officer

Place: Chennai
Date: April 30, 2021

SUNDARAM FINANCE HOLDINGS LIMITED is proposing, subject to market conditions and other considerations, a rights issue of its Equity Shares and has in this regard filed a Letter of Offer dated April 21, 2021 with SEBI and the Stock Exchange. The LOF is available on the website of SEBI at www.sebi.gov.in, the Stock Exchanges i.e. National Stock Exchange of India Limited at www.nseindia.com and the website of the Lead Manager, i.e. JM Financial Limited at www.jmfi.com and on the R-WAP at <https://rights.cameindia.com/sfi/>. Investors should note that investment in equity shares involves a degree of risk and for details relating to the same, please see the section entitled "Risk Factors" on page 18 of the LOF.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the U.S. Securities Act or any state securities laws in the United States, and may not be offered, sold, resold or otherwise transferred within the United States, except in a transaction exempt from the registration requirements of the U.S. Securities Act. Accordingly, the Rights Entitlements and Rights Equity Shares are being offered and sold in "offshore transactions" outside the United States in compliance with Regulation S under the U.S. Securities Act to existing shareholders located in jurisdictions where such offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions. There will be no public offering in the United States.

திருக்குறள் கருத்தில் உருவாகியிருக்கும் திரைப்படம் 'அடங்காமை'

நட்பில் மறைந்துள்ள விரோதத்தையும் துரோகத்தையும் படம் பிடித்துக் காட்டும் வகையில் உருவாகி வரும் திரைப்படம் 'அடங்காமை'. இப்படத்தை வோர்ஸ் பிக்சர்ஸ் சார்பில் பொன் .பு.லேந்திரன், ஏ.என்.மைக்கேல் ஜோன்சன் தயாரிக்கிறார்கள்.

கதை திரைக்கதை வசனம் எழுதி இயக்கியிருப்பவர் ஆர் கோபால். இவர், திரையுலகில் 15 ஆண்டுகளுக்கு மேல் அனுபவம் பெற்றுள்ளவர். தன் முதல் படமாக 'மங்கலாபுரம்' என்ற படத்தை இயக்கியவர். இது இவருக்கு இரண்டாவது படம்.

இலங்கையைச் சேர்ந்த சரோன் நாயகனாக நடித்திருக்கிறார். ஆந்திராவில் பிரபல விளம்பர மாடலான பிரியா கதாநாயகி. மற்றும் யாகவ் முரளி, கார்த்திக் கண்ணா, முகிலன் முக்கியமான பாத்திரம் ஏற்றுள்ளார்கள்.

சிறுவயதிலிருந்து ஒன்றாகப் பழகிய மூன்று நண்பர்கள் ஆளுக்கொரு ஒரு லட்சியத்தோடு வளர்கிறார்கள் .அதன்படி அவர்களில் ஒருவன் டாக்டராகவும் இன்னொருவன் நடிகனாகவும் மற்றொருவன் அரசியல்வாதியாகவும் மாறுகிறார்கள்.

டாக்டரை வளர்த்தெடுத்த பாதிரியார் மர்மமாகக் கொலை செய்யப்படுகிறார் .அதுமட்டுமல்ல டாக்டரின் காதலியின் அக்காவும் கொலை செய்யப்படுகிறார். கொலைக்கான மர்மம் புரியாமல் குழம்பிப் போய் நண்பர்களின் உதவியை நாடுகிறான் மூவரில் ஒருவனான டாக்டர். ஆனால் உடனிருக்கும் அவர்களால்தான் இந்தச் சதி நடந்துள்ளது என்று பிறகே தெரிய வருகிறது .அவர்களை எப்படிப் பழிவாங்குவது ?பழகிய நட்பில் பழிவாங்குதல் அறமல்ல என்று அவன் அஞ்சித் தயங்குகிறான்; யோசிக்கிறான். ஆனால் அவன் எதிர்பார்த்த தீர்ப்பு எதிர்பாராத வகையில் இயற்கை மூலம் கிடைக்கிறது. இப்படிப் போகிறது 'அடங்காமை' படத்தின் கதை.

படம் பற்றி இயக்குநர் கோபால் பேசும்போது, "திருக்குறள் வாழ்வியல் நெறிகளை இரண்டே வரிகளில் கூறும் அற்புதமான நூல். அதிலும் குறிப்பாக 'அடக்கமுடைமை' அதிகாரத்தில் முதலில் வரும் 'அடக்கம் அமரநுள் உய்க்கும் அடங்காமை ஆரிறுள் உய்த்து விடும்' என்ற குறள் 100 பேருந்துகளில் 95 பேருந்துகளிலாவது இடம்பெற்றிருக்கும். ஏன் இந்த வாழ்வியல் சிந்தனை மட்டும் எல்லாவற்றிலும் இருக்கிறது என்பதை யோசித்த போது அதை வைத்து ஒரு கதையை உருவாக்கினேன். அதுதான் இப்போது படமாக உருவாகியிருக்கிறது.

இந்தப் படத்தின் டைட்டில் மற்றும் மோஷன் போஸ்டர் 27ந் தேதி வெளியாகிறது. அதேநேரத்தில் அடக்கமாக இருந்தல் இப்போதைய கொரோனா காலத்தில் மிகவும் வலியுறுத்தப்படும் ஒன்றாகும். அதனால்தான் இப்போது வீடுஅடங்காமையே அத்தனை துன்பங்களுக்கும் காரணம் என்று எச்சரித்து ஊரடங்கு போட்டு



அரசாங்கமே பிரச்சாரம் செய்கிறது என்றார். அடங்காமையை எச்சரித்து கொரோனா விழிப்புணர்வு குறித்து ஒரு மோஷன் போஸ்டரையும் நாங்கள் உருவாக்கியிருக்கிறோம். அதில் கைகள் தொடுதல் மூலம் நோய் வரும் அபாயத்தைக் கூறி 'நிலைமை அறிவோம்;மடமை தவிர்ப்போம்';அரசின்அறிவுரை ஏற்போம்' என எச்சரித்து விழிப்புணர்வை ஏற்படுத்தியுள்ளோம்.

இந்த 'அடங்காமை' படம் வேகமாக வளர்ந்துவருகிறது"என்றார் இயக்குநர். இப்படத்திற்கு ஒளிப்பதிவு பி.ஜி. வெற்றி, பாடல் இசை கியூரன் மென்டிசன், திரை இசை எம். எஸ் ஸ்ரீகாந்த், எடிட்டிங் துரைராஜ், பாடல்கள் ஏ.ரமணிசாந்தன், கெறாஸ்ட் மென்டிசன், நடனம் சீதாபதிாரம். சண்டைக்காட்சிகள் முரளி, வசனம் ஏ.பி.சிவா. 'அடங்காமை' படத்தின் மோஷன் போஸ்டரை இயக்குநர் எஸ் .ஏ. சந்திரசேகரன் வெளியிட்டார்.

நிஜத்தில் தோற்கிற காதலை அதிகம் 'பிரேக்கப்' காதலைச் சொல்லும் இசை ஆல்பம் 'லவ் சிக்'!

காதலுக்கு விளக்கவுரையை பொழிப்புரையை எழுதுவதற்கு ஏராளம் கதைகள், கவிதைகள் . திரைப்படங்கள் உருவாகின்றன. ஆனால் எதார்த்தத்தில் ஜெயிக்கிற காதலை விட தோற்கிற காதல்கள் தான் அதிகம். எனவே பெரும்பான்மையினரின் ஏக்கக் குரலாகவும் பலரும் அனுபவித்த வலிகளின் குரலாக உருவாகியிருக்கிறது 'லவ் சிக்' காதல் நோய் என்கிற காதல் தோல்வி ஆல்பம். அதாவது இதுபிரேக் அப்பால் உடைந்த காதலைப் பற்றி அதன் வலியைப் பற்றிச் சொல்கிற இசை ஆல்பம். இதனை இயக்கியிருப்பவர் நவீன் மணிகண்டன்.

இவர் ஏற்கெனவே 'என் சங்கத்து ஆள அடிச்சவன் எவன்டா' என்கிற படத்தை இயக்கியிருக்கிறார்.

அடுத்த திரைப்படக் கனவில் இருக்கும் இவர் கொரோனா பொது முடக்க காலத்தை வீணாக்காமல் அதற்குரிய ஒரு முன்னோட்டமாக இந்த ஆல்பத்தை உருவாக்கி இருக்கிறார்.

தனது படைப்புக்கத்தை வெளிப்படுத்தும் வகையில் 'லவ் சிக்' காதல் நோய் என்கிற இந்த ஆல்பத்தை தனது விஎச் ஸ்டார் மேக்கர்ஸ் சார்பில்



தயாரித்து இயக்கியிருக்கிறார். தொலைக்காட்சிகளில் 'மகராசி' 'அன்பே வா' தொடர்களில் நடித்து வரும் பாண்டி கமல் இதில் கதாநாயகனாக நடித்துள்ளார். இவர் 'மூக்குத்தி அம்மன்' படத்திலும் நடித்தவர். கதாநாயகியாக 'அம்புலி மாமா' படத்தில் நடித்த ஜோதிஷா நடித்துள்ளார்.

குரலாக விஜய் டிவி சூப்பர் சிங்கர் புகழ் ராஜ கணபதி பாடியுள்ளார். அன்ஸ்சாலமன் இசை. வினோத் படத்தொகுப்பு. மகாபலிராம கதற்கரை, சிற்பங்கள், குடைவரை கோயில்கள் அணைத்தும் இதில் அழகாக பதிவு செய்யப்பட்டுள்ளன. டியோ இசை நிறுவனம் இந்த ஆல்பத்தை யூடியூப் தளத்தில் 27ந் தேதி வெளியிடுகிறது.

'கும்பாரி' காதல், காமெடி கலந்த ஆக்சன் படம்

ராயல் எண்டர்ப்ரைசஸ் சார்பில் 'பறம்பு' குமாந்தால் தயாரிக்கும் தமிழ் மலையாளம் என இரு மொழிகளில் உருவாகும் திரைப்படம் 'கும்பாரி'. யோகிபாபு நடிப்பில் 'எங்கடா இருந்தீங்க இவ்வளவு நாள்' எனும் திரைப்படத்தை இயக்கிய கெலின் இரண்டாவதாக இந்த படத்தை இயக்குகிறார். இப்படத்தின் படப்பிடிப்பு கடந்த 30 நாட்களாக நடைபெற்று முடிந்தது. இதனை கும்பாரி படக்குழுவினர் கேக் வெட்டி கொண்டனர்.

நாயகனாக அபி சரவணன், நாயகியாக மஹானா ஆகியோர் நடிக்கும் இப்படத்தில் ஜான் விஜய், பருத்திவீரன் சரவணன், மதுமிதா, சாம்ஸ், காதல் சுகுமார் ஆகியோர் முக்கிய வேடத்தில் நடிக்கிறார்கள்.

படம் பற்றி இயக்குநர் கெலின் கூறியதாவது, இந்தப் படம் காதல், காமெடி கலந்த ஆக்சன் படமாக உருவாகியுள்ளது. நாயகனின் காதலை சேர்த்து வைத்த பாலய மீனவ நண்பன் திடீரென காணாமல் போகிறான். காணாமல் போன நண்பனை நாயகன் காப்பாற்றினாரா இல்லையா என்பதுதான் இப்படத்தின் கதை.

படப்பிடிப்பு கன்னியாகுமாரி, நாகர்கோவில், பூவாறு, முட்டம், பறம்பு மற்றும் கேரளாவின் அடர்ந்த காட்டுப்பகுதி ஆகிய இடங்களில் 30 நாட்களாக ஒரே கட்டமாக



நடைபெற்று முடித்துள்ளோம். பிரசாத் இப்படத்திற்கு ஒளிப்பதிவு செய்துள்ளார். ஜெய்ரகாஷ் & ஜெய்தன் ஆகியோர் இசையமைக்கிறார்கள்.

ஜெய் படத்தொகுப்பு, ராஜா முருகன் நடனம். மைக்கல் சண்டைக்காட்சி அமைக்க, கிருஷ்ணமூர்த்தி டிஜி செய்துகிறார்.

'என்ஜாயி எஞ்சாமி... குக்கூ குக்கூ' ஸ்டைலில் 'முதலும் முடிவும்' காதல் மொழி பேசும் இசை ஆல்பம்!

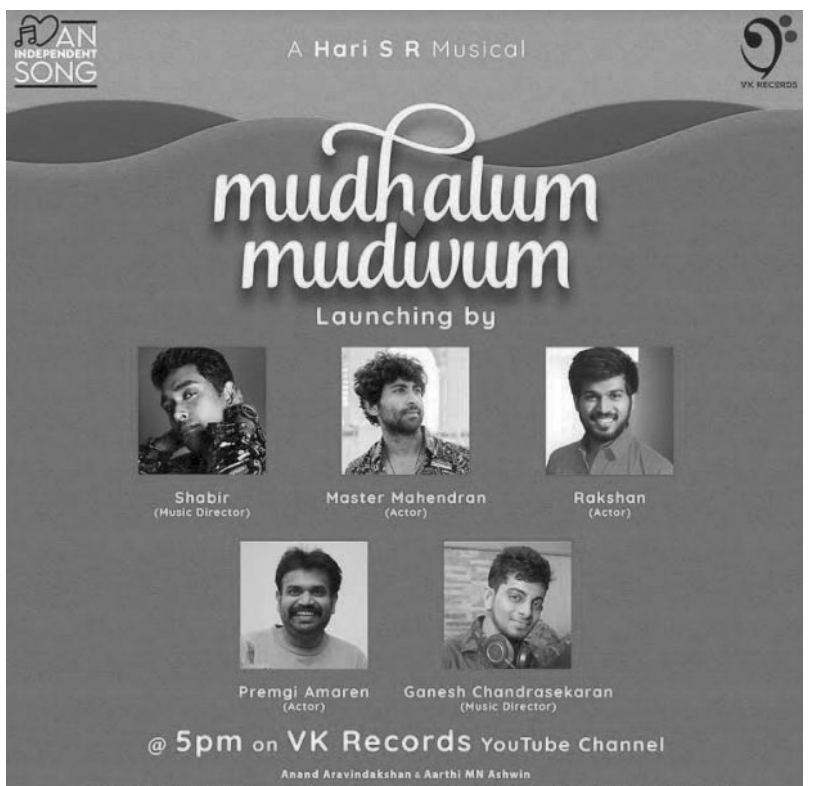
முதலும் முடிவும் இசை ஆல்பத்தை பார்த்து கேட்டு நடிக்கிற ஹரிஷ் கல்யாண், நடிக்கிற பிரேம்ஜி, நடிக்கிற மால்லார் மகேந்திரன், இசை அமைப்பாளர் கணேஷ் சந்திரசேகரன், மியூசிக் டைரக்டர் சபீர், அனைவரும் இசையமைப்பாளர் ஹரி எஸ்.ஆர். யை பாராட்டி அந்த இசை ஆல்பத்தை வெளியிட்டுள்ளனர்.

இந்தப் பொது முடக்க காலத்தில் படப்பிடிப்புகள் முடங்கியுள்ள நிலையில் திரையுலகத் திறமையாளர்கள் முடங்கிப் போகாமல் இருக்க ஒன்றைப் பாடல்களாக வெளியிட்டு உலக பொதுவெளியில் பரப்புகிறார்கள். அதற்கு நல்ல வரவேற்பும் கிடைக்கிறது. 'என்ஜாயி எஞ்சாமி' குக்கூ குக்கூ பாடல் அண்மை உதாரணம்.

இந்த வரிசையில் சேர்வதற்கு இன்று பலரும் தயாராகி வருகிறார்கள்.

அந்தவகையில் 'முதலும் முடிவும்' என்கிற பெயரில் காதல் மொழி பேசும் இனிமை சொட்டும் சுதந்திர ஆல்பம் ஒன்று உருவாகியுள்ளது. இதற்கும் இசையமைத்து உள்ளவர் ஹரி. எஸ். ஆர். இசையின் மீது தீராத காதல் கொண்டுள்ள இவர், ஏராளமான இசைக் கருவிகளை வாசிக்கத் தெரிந்தவர். தமன், ஷபீர், கணேஷ் சந்திரசேகரன் போன்ற இசையமைப்பாளர்களிடம் திரைப்படங்களில் பணியாற்றியவர். நிறைய மேடைகளில் இசைக்குழுவில் இடம்பெற்றுத் தன் திறமையை வெளிப்படுத்தியவர். சங்கரா டிவி, எஸ்விபிசி டிவி போன்ற தொலைக்காட்சிகளில் தோன்றி இசை நிகழ்ச்சிகள் வழங்கியவர்.

தன்னுடைய இசைக் கனவினை மனதில் சுமந்து கொண்டு இருந்தவர், படிப்பை முடித்த பின் இப்போது முழுநேர இசையமைப்பாளராக களத்தில் இறங்கி விட்டார். ஐம்மது விளம்பரப் படங்களுக்கும் இருநூறு குறும் படங்களுக்கும்



இசையமைத்துள்ளார். பாடல் மூலம்தான் ரசிகர்களைச் சென்றடைய முடியும் என்று இந்த ஒன்றைப் பாடல் ஆல்பத்தை உருவாக்கி இருக்கிறார். இவர் தன்னுடைய திறமையைக் காட்ட முன்னோட்டமாக இந்த 'முதலும் முடிவும்' ஆல்பத்தை உருவாக்கி இருக்கிறார்.

வி.கே.கேசகர்ட்ஸ் சார்பில் காயத்ரி ஆர்.எஸ். தயாரித்துள்ளார். இந்தப் பாடலை ஏர்டெல் சூப்பர் சிங்கர் வெற்றியாளர் ஆனந்த் அரவிந்த் தசுஷன் பாடியுள்ளார். பெண் குரலாக ஆர்த்தி எம்.என்.அல்வின் பாடியுள்ளார். இசையமைப்பாளர் ஹரி இப்போது 'பிள்ளையார்சுழி', 'சோழ நாட்டான்' என இரண்டு திரைப்படங்களில் பணியாற்றும் வாய்ப்பையும் பெற்றிருக்கும் இவர், இந்தப் பாடல் தனக்குப் பெரிய வெளிச்சத்தைத் தேடிக்கொடுக்கும் என்று நம்புகிறார்.

முதலும் முடிவும் ஆல்பம் ஏப்ரல் 29ஆம் தேதி மாலை 5 மணிக்கு யூடியூபில் வெளியிடப்பட்டது. இது மிக முக்கிய சமூக ஊடக இணைய மேடைகளிலும் வெளியாகும். தோஷி செய்திருக்கிறார்.

This is only an advertisement for information purposes and not for publication, distribution or release directly or indirectly outside India. This does not constitute an offer or an invitation or a recommendation to purchase, to hold, to subscribe or sell securities and is not an announcement for the offer document. All capitalized terms used and not defined herein shall have the meaning assigned to them in the letter of offer dated April 21, 2021 (the "Letter of Offer" or "LOF") filed with the National Stock Exchange of India Limited ("NSE" or "Stock Exchange") and the Securities and Exchange Board of India ("SEBI").

SUNDARAM FINANCE HOLDINGS SUNDARAM FINANCE HOLDINGS LIMITED

Sundaram Finance Holdings Limited (our "Company" or "Issuer"), a public limited company was incorporated in Chennai under the Companies Act, 1956 pursuant to a certificate of incorporation dated October 13, 1993, issued by the Registrar of Companies, Tamil Nadu at Chennai. For details regarding changes in the name and registered office of the Company, please see "General Information" on page 40 of the LOF.

Registered and Corporate Office: 21, Patulus Road, Chennai - 600 002, Tamil Nadu, India | Telephone: +91 44 2852 1181 | Website: www.sundaramholdings.in Contact Person: P. N. Srikanth, Secretary and Compliance Officer | E-mail: investorservices@sundaramholdings.in Corporate Identity Number: L65100TN1993PLC025996

PROMOTER OF OUR COMPANY: SUNDARAM FINANCE LIMITED

ISSUE OF UP TO 7,10,00,000 EQUITY SHARES OF OUR COMPANY OF FACE VALUE OF ₹ 5 EACH ("RIGHTS EQUITY SHARES") AGGREGATING UP TO ₹ 35,500 LAKHS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 50 PER RIGHTS EQUITY SHARE (INCLUDING A PREMIUM OF ₹ 45 PER RIGHTS EQUITY SHARE) ON A RIGHTS BASIS IN THE RATIO OF 23 RIGHTS EQUITY SHARES FOR EVERY 49 EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS, ON TUESDAY, APRIL 27, 2021 ("RECORD DATE") (THE "ISSUE"). FOR FURTHER DETAILS, PLEASE REFER TO THE SECTION TITLED "TERMS OF THE ISSUE" BEGINNING ON PAGE 113 OF THE LETTER OF OFFER.

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY

ISSUE OPENS ON: THURSDAY, MAY 6, 2021

LAST DATE FOR ON MARKET RENUNCIATION* FRIDAY, MAY 28, 2021

ISSUE CLOSES ON* WEDNESDAY, JUNE 2, 2021

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renounees on or prior to the Issue Closing Date. # Our Board or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 30 (thirty) days from the Issue Opening Date. Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

ASBA* Simple, Safe, Smart way of making an application - Make use of it *Applications supported by blocked amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account. For further details, Refer to the Letter of Offer.

ADDENDUM TO THE LETTER OF OFFER, THE ABRIDGED LETTER OF OFFER, THE APPLICATION FORM AND THE RIGHTS ENTITLEMENT LETTER

This addendum ("Addendum") is being issued pursuant to item (4) Schedule IX, of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended.

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY

This Addendum is being issued pursuant to item (4) Schedule IX, of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended.

In reference to the Letter of Offer filed with SEBI and the Stock Exchange read with the advertisement dated April 30, 2021 published in all editions of Financial Express (a widely circulated English national daily newspaper), all editions of Jansatta (a widely circulated Hindi national daily newspaper) and Chennai edition of Makkal Kural (a Tamil regional daily newspaper, Tamil being the regional language in Chennai where our Registered Office is located) in relation to the Issue, Eligible Equity Shareholders should note the following:

- As disclosed on pages 60 and 65 of the Letter of Offer, the board of directors of the Company ("Board") had, pursuant to a resolution dated March 22, 2021, approved the acquisition of 6.84% shareholding in Flometallic India Private Limited ("FIPL"). Such acquisition was completed on April 30, 2021 and consequently, the shareholding of the Company in FIPL has increased from 40.00% to 46.84%. Accordingly, the relevant note to the table on pages 60 and 65 of the Letter of Offer stands modified to that extent. Additionally, the disclosure on shareholding of our Company in FIPL on page 66 also consequently, stands modified.
- Copies of the documents for inspection referred to in the section titled "Material Contracts and Documents for Inspection" on page 161 of the Letter of Offer, shall be made available for inspection electronically to the Eligible Equity Shareholders until the Issue Closing Date. Eligible Equity Shareholders interested in inspecting the documents can send an email to investorservices@sundaramholdings.in with the subject line "Documents for Inspection - Sundaram Finance Holdings Limited - Rights Issue" and upon receipt and processing of the received request, access can be provided to the respective Eligible Equity Shareholders for electronic inspection of documents.
- The optional mechanism of Registrar's web-based application platform ("R-WAP") provided by SEBI pursuant to the R-WAP Circulars, has been further extended pursuant to the SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2021/552 dated April 22, 2021 ("Extension Circular"). Accordingly, the definition of "R-WAP Circulars" as disclosed on page 7 in the section "Definitions and Abbreviations" of the Letter of Offer, stands modified to that extent. In addition, as required under the Extension Circular, our Company along with the Lead Manager, the Registrar to the Issue, and other relevant intermediaries involved in the Issue, shall ensure completion of refund for un-allotted / partial allotted application on or before T+1 day, T being the Basis of Allotment day. Further, the Registrar to the Issue, shall ensure that all data with respect to refund instructions is error free to avoid any technical rejections and in case of any technical rejection of refund instruction, the same shall be addressed promptly.

Further, this Addendum should be read in conjunction with the Letter of Offer, Abridged Letter of Offer, Application Form and other applicable Issue materials. This Addendum shall be communicated to SEBI and the Stock Exchange. Further, this Addendum can be accessed on websites of:

- our Company at www.sundaramholdings.in;
- the Registrar and at the Registrar's web-based application platform at https://rights.cameoindia.com/sfhl; and
- the Lead Manager at www.jmfll.com.

Investors should only rely on the information included in this Addendum, the Letter of Offer, the Abridged Letter of Offer, the Application Form and other applicable Issue materials while making an investment decision to invest in the Issue.

For SUNDARAM FINANCE HOLDINGS LIMITED On behalf of the Board of Directors Sd/- P. N. Srikanth Secretary and Compliance Officer

Place: Chennai Date: April 30, 2021

SUNDARAM FINANCE HOLDINGS LIMITED is proposing, subject to market conditions and other considerations, a rights issue of its Equity Shares and has in this regard filed a Letter of Offer dated April 21, 2021 with SEBI and the Stock Exchange. The LOF is available on the website of SEBI at www.sebi.gov.in, the Stock Exchanges i.e. National Stock Exchange of India Limited at www.nseindia.com and the website of the Lead Manager, i.e., JM Financial Limited at www.jmfll.com and on the R-WAP at https://rights.cameoindia.com/sfhl. Investors should note that investment in equity shares involves a degree of risk and for details relating to the same, please see the section entitled "Risk Factors" on page 18 of the LOF.

The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the U.S. Securities Act or any state securities laws in the United States, and may not be offered, sold, resold or otherwise transferred within the United States, except in a transaction exempt from the registration requirements of the U.S. Securities Act. Accordingly, the Rights Entitlements and Rights Equity Shares are being offered and sold in "offshore transactions" outside the United States in compliance with Regulation S under the U.S. Securities Act to existing shareholders located in jurisdictions where such offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions. There will be no public offering in the United States.