

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE RED HERRING PROSPECTUS DATED SEPTEMBER 02, 2025 (THE "RHP"). YOU ARE ENCOURAGED TO READ GREATER DETAILS AVAILABLE IN THE RHP.

BIDDER'S UNDERTAKING AND CONFIRMATION FOR BID CUM APPLICATION FORM

(IN CASE OF A JOINT BID, THE CONFIRMATIONS, AUTHORISATIONS, UNDERTAKINGS AND REPRESENTATIONS MADE BY THE FIRST BIDDER WILL BE DEEMED TO HAVE BEEN MADE ON BEHALF OF ALL JOINT BIDDERS. THE FIRST BIDDER SHALL BE LIABLE FOR ALL THE OBLIGATIONS ARISING OUT OF THE ISSUE OF EQUITY SHARES).

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 Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction. On the basis of the RHP dated September 02, 2025, filed with the Registrar of Companies, Ahmedabad, the General Information Document for Investing in Public Issue ("GID") and having studied the attached details as per the Abridged Prospectus, I/we hereby apply for Allotment to me/us of the Equity Shares in the Issue upto my/our Bids for maximum number of Equity Shares at or above the Issue Price, to be discovered through the Book Building Process. I/we hereby confirm that I am/we are eligible person(s) to invest in the Issue in accordance with applicable laws. The amount payable on Bidding has been blocked in the ASBA Account with the relevant SCSB or the bank account linked with the UPI ID (in case of UPI Bidders using UPI Mechanism) as mentioned in this Bid cum Application Form, as the case may be. I/we agree to accept the Equity Shares Bid for, or such lesser number as may be Allotted to me/us subject to the terms of the RHP Abridged Prospectus, the GID, the Bid cum Application Form and other applicable laws. I/we undertake that I/we will sign all such other documents and do all such acts, if any, necessary on my/our part to enable me/us to be registered as the holder(s) of the Equity Shares which may be Allotted and to register my/our address as given in the Depository records and to place my/our name on the register of members of the Company. I/we acknowledge that in case of QIB Bidders, only the SCSBs (or Bids other than the Bids by Anchor Investors), and the BRLM and their affiliated Syndicate Member (only in the Specified Locations) have the right to reject Bids (including on technical grounds) at the time of acceptance of Bid cum Application Form provided that the reasons for rejecting the same shall be provided to such Bidder in writing, whereas it has a right to reject it from Non-Institutional Bidders and Individual Bidders based only on technical grounds and/or as specified in the Abridged Prospectus, GID and the RHP. I/we authorise the Company to make the necessary changes in this Bid cum Application Form and the RHP for filing of the Prospectus with the RoC without intimation to me/us and use this Bid cum Application Form as the application form for the purpose of the Issue. I/we confirm that I/we have read the RHP. My/our investment decision is solely based on the RHP and the Prospectus.

I/WE CONFIRM THAT: EITHER I am/we are Indian national(s) resident in India and I am/we are not applying for the said Equity shares as nominees of any person resident outside India or foreign nationals or I am/we are Indian national(s) resident in India and I am/we are applying for the said Equity shares as power of attorney holder(s) of non-resident Indian(s) as mentioned on non-repatriation basis OR I am/we are Indian national(s) resident outside India and I am/we are applying for the said Equity shares on my/our own behalf through RHP account on non-repatriation basis. I/we represent, warrant, acknowledge and agree with the Company and the BRLM as follows: (A) I/we have read the RHP and that my/our investment decision is based solely on the RHP. (B) I/we have read and agree to the representations, warranties and agreements contained in the section "Other Regulatory and Statutory Disclosures-Disclaimer in respect of Jurisdiction" in the RHP. (C) The Equity Shares offered in the Issue have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or the securities laws of any state of the United States and may not be offered or sold in the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable U.S. state securities laws and that the Equity Shares are being offered and sold only outside the United States in accordance with Regulation S under the Securities Act. (D) I was/we were outside of the United States at the time the issue of the Equity Shares was made to me/us and I am/we are outside the United States at the time I/we signed this Bid cum Application Form. (E) 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 Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction; (F) I am/we are purchasing the Equity Shares pursuant to the laws of the jurisdictions applicable to me/us; (G) I am/we are not an affiliate of the Company or a person acting on behalf of such affiliate; (H) if I/we are making an application to acquire any of the Equity Shares as fiduciary or agent for one or more investor accounts, I/we have sole investment discretion with respect to each such account and I/we have full power to make the foregoing representations, warranties, acknowledgments and agreements on behalf of each such account; and (i) if I/we are making an application to acquire any of the Equity shares for one or more managed accounts, I am/we are authorized in writing by each such managed account to subscribe to the Equity shares for each such managed account and to make (and I/we hereby make) the representations, warranties, acknowledgments and agreements herein for and on behalf of each such account, reading the reference to "I/we" to include such accounts.

FOR QIB BIDDERS: We confirm that the Bid size/maximum Equity Shares applied for by us does not exceed the relevant regulatory approvals/limits. We are not prohibited from accessing capital markets under any order/ruling/judgment of any regulatory, judicial or any other authority, including Securities and Exchange Board of India ("SEBI") or under the provisions of any law, regulation or statute.

Further: (1) In accordance with ASBA process provided in the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("SEBI ICDR Regulations") and as disclosed in the RHP, I/we authorise (a) the Members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centers) or the SCSBs (at Designated SCSBs Branches) or the RTAs (at the Designated RTA Locations) or the CDPs (at Designated CDP Locations), as the case may be, to do all acts as are necessary to make the application in the Issue, including uploading our Bid, blocking, unblocking of funds in the bank account of the applicant maintained with the SCSB as specified in the Bid cum Application Form or in the bank account of the Applicant linked with the UPI ID provided in the Bid cum Application Form, as the case may be, transfer of funds to the Public Issue Account on receipt of instruction from Registrar to the Issue or the Sponsor Bank, as the case may be, after finalisation of Basis of Allotment; and (b) the Registrar to the Issue or Sponsor Bank, as the case may be, to issue instruction to the SCSBs to unblock the funds in the specified bank account upon finalisation of the Basis of Allotment. 2) In case the amount available in the specified bank account is insufficient as per the highest Bid option, the SCSB/Registrar to the Issue shall reject the application. 3) I/we hereby authorise the Members of the Syndicate (in Specified Locations only) or the Registered Brokers (at Broker Centers) or the SCSBs (at Designated SCSBs Branches) or CDPs (at Designated CDP locations) or the RTAs (at Designated RTA locations), as the case may be, to make relevant revisions as may be required to be done in the Bid, in the event of a revision of the Price Band.

I/we hereby provide our consent to the Stock Exchange / Sponsor Bank / NPCI / Registrar to the Issue for collecting, storing and usage validating our PAN details from the bank account where my/our amount is blocked by the relevant SCSBs.

I/we acknowledge that as per existing policy of the Government of India, OCBs cannot participate in the Issue. I am/We are not an OCB. For further details, see "Issue Procedure" and "Restriction on Foreign Ownership of Indian Securities" beginning on page 337 and 369, respectively of the RHP.

INSTRUCTIONS FOR FILLING UP THE BID CUM APPLICATION FORM

- Name of sole/First Bidder should be exactly the same as it appears in the Depository records. In case of joint Bids, only the name of the First Bidder (which should also be the first name in which the beneficiary account is held) should be provided in the Bid cum Application Form. The Bid means an "indication to make an offer" during the Bid/Issue period by a Bidder and not "an offer".
- The First Bidder, should mention his/ her PAN allotted under the Income Tax Act, 1961, DP ID, Client ID and UPI ID (as applicable). Except for Bids by or on behalf of the Central or State Government and the officials appointed by the courts and by investors who are exempt from the requirement of obtaining/ specifying their PAN for transacting in the securities market and by persons residing in the state of Sikkim, the Bidders, or in the case of Bid in joint names, the First Bidder (the first name under which the beneficiary account is held), should mention his/ her PAN allotted under the Income Tax Act, 1961. Any Bid cum Application Form without the PAN is liable to be rejected other than as specified above. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with Central Board of Direct Taxes ("CBDT") notification dated February 13, 2020 and press release dated June 25, 2021.
- Based on the PAN, DP ID and Client ID provided by the Bidders, the Registrar to the Issue will obtain Demographic Details registered with Depository Participants to be used, among other things, for Allotment, technical rejections or unblocking ASBA Account. Hence, Bidders are advised to immediately update any change in their Demographic Details as appearing on the records of the Depository Participant to ensure accuracy of records. Please note that failure to do so could result in failure in Allotment and delays in unblocking of ASBA Account at the Bidders' sole risk and neither the Members of the Syndicate nor the Registered Brokers nor the Registrar to the Issue nor RTAs/CDPs nor the SCSBs nor the Company shall have any responsibility and undertake any liability for the same.
- Bid Lot and Price Band: Bid Lot and Price Band:** The Price Band and the minimum Bid Lot has been decided by our Company in consultation with the Book Running Lead Manager. Price Band is ₹ 74.00/- to ₹ 78.00/- per Equity Share. The floor price is 7.4 times of the face value and the cap price is 7.8 times of the face value. Minimum Bid Lot is 3,200 Equity Shares and in multiples of 1,600 Equity Shares thereafter. The Bid/Issue period shall be for a minimum of 3 Working Days and shall not exceed 10 Working Days. In case of revision of the Price Band the Bid/Issue Period will be extended for at least three additional working days subject to the total Bid/Issue Period not exceeding 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 Exchange, by issuing a press release and also by indicating the changes on the websites of the BRLM and on the terminals of the Syndicate Members.
- Maximum and Minimum Bid Size:** In case of Individual investors (who applies for minimum application), 3,200 Equity Shares i.e. equivalent to two lots of Equity shares so that the Bid Amount exceeds ₹ 2,00,000. In case of Non-Institutional & QIB applicants, 4,800 Equity Shares & in multiple of 1,600 Equity Shares thereafter so that Bid amount exceeds ₹ 2,00,000. The maximum Bid by any investor should not exceed the investment limits prescribed for them by applicable laws and mentioned in the RHP.
- Please tick category as applicable to ensure proper upload of Bid in Stock Exchange system.
- Please tick investor status as applicable. Please ensure investor status is updated in your Depository records.
- Cheques/Demand Draft/Cash/stock invest/money orders/postal orders will not be accepted.** Eligible NRIs bidding on a non-repatriation basis by using the Resident Bid cum Application Form are required to authorise their SCSB to confirm or accept the UPI Mandate Request (in case of UPI Bidders Bidding through the UPI Mechanism), block their Non-Resident Ordinary (NRO) Accounts for the full Bid Amount, at the time of the submission of the Bid cum Application Form. All Bidders including the Eligible NRIs Bidding on a non-repatriation basis can obtain the Bid cum Application Form from the Registered and Corporate Office of the Company or from any of the Members of the Syndicate or CDPs or RTAs or Registered Brokers from the Bidding Centers. In accordance with applicable law and SEBI UPI Circulars, Bidders to please ensure that SCSB where the ASBA Account is maintained has notified at least one branch in the location where Bid cum Application Forms will be deposited by Designated Intermediaries.
- Please note that application made using third party UPI ID or third party ASBA Bank Account are liable to be rejected.
 - QIBs cannot use UPI Mechanism to apply. UPI Bidders applying up to Rs. 500,000 shall apply through UPI mode as per NPCI vide circular reference no. NPCI/UIP/OC No. 127/2021-22 dated December 09, 2021 read with SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 5, 2022.
 - UPI Bidders using UPI Mechanism:**
 - Please ensure that your bank is offering UPI facility for public offers.
 - Please mention UPI ID clearly in CAPITAL LETTERS only.
 - Ensure that the: (a) bank where the bank account linked to their UPI ID is maintained; and (b) Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40>) and (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=43>) respectively, as updated from time to time.
 - Eligible NRIs applying in the Issue through the UPI Mechanism, are advised to enquire with the relevant bank where their account is UPI linked prior to submitting their Bid cum Application Form.
 - UPI ID cannot exceed 45 characters.
 - Please ensure that you are using your UPI ID only and not the UPI ID of any third party.
 - UPI Bidders Bidding using the UPI Mechanism shall ensure that details of the Bid are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. For further details, see "Issue Procedure" on page 337 of the RHP.
- Only the First Bidder is required to sign the Bid cum Application Form/Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Signature of ASBA Account holder is mandatory. If the First Bidder is not the account holder, ensure that the Bid cum Application Form is signed by the account holder. Necessary revisions in the Bidders' undertaking and instructions will be required depending upon the jurisdiction in which the sale of shares is proposed.
- Other Instructions:** a. Bids must be made only in the prescribed Bid cum Application Form. b. Bids must be completed in full, in BLOCK LETTERS in ENGLISH. Bidders should note that the Members of the Syndicate, Registered Broker, CDPs, RTAs, and/or SCSBs will not be liable for errors in data entry due to incomplete or illegible Bid cum Application Forms; and c. Ensure that all applicable documents in support of the Bid are attached with the Bid cum Application Form.
- The Bidders may note that in case the DP ID, Client ID and PAN mentioned in the Bid cum Application Form and entered into the electronic bidding systems of the Stock Exchange do not match with the DP ID, Client ID and PAN available in the Depository database, the Bid cum Application Form is liable to be rejected. Investors must ensure that their PAN is linked with Aadhaar and are in compliance with CBDT notification dated February 13, 2020 and press release dated June 25, 2021. You may be sent the RHP and the Prospectus either in physical form or electronic form or both. You shall not distribute or forward this documents and these documents are subject to the disclaimers and restrictions contained in or accompanying in it.
- 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 168 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.
- This Bid cum Application Form is being offered to you on the basis that you (i) confirm that the representations, warranties, agreements and acknowledgement set out in "Other Regulatory and Statutory Disclosures" and "Issue Procedure" on pages 311 and 337 respectively of the RHP and (ii) agree to abide by (1) this Bid cum Application Form and (2) the RHP together with the terms and conditions contained therein.

Note : Terms used but not defined herein shall have the meaning assigned to such terms in the RHP. For detailed instructions for filling the various fields of this Bid cum Application Form, please refer to the GID, which is also available on the respective websites of the BRLM and the Stock Exchange.

TEAR HERE

COMPANY CONTACT DETAILS		REGISTRAR TO THE ISSUE CONTACT DETAILS
JAY AMBE SUPERMARKETS LIMITED Registered Office: A001, Shubh Vivid, Por Kudasan, Village- Kudasan , Gandhinagar, Gujarat-382421, India Website: www.citysquaremart.com ; E-Mail: cs@citysquaremart.com ; Telephone no: +916358027675 Company Secretary and Compliance Officer: Renuka Trikha Corporate Identity Number: U74999GJ2020PLC118385		MUFG Intime India Private Limited (Formerly known as Link Intime India Private Limited) SEBI Registration Number: INR000004058 Address: C-101, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West)- 400083, Mumbai City, Mumbai, Maharashtra, India Tel. Number: +91 8108114949 Email ID: jayambe.smeipo@in.mpmf.com Investors Grievance ID: jayambe.smeipo@in.mpmf.com Website: in.mpmf.com Contact Person: Ms Shanti Gopalkrishnan CIN: U67190MH1999PTC118368



This is an Abridged Prospectus containing salient features of the Red Herring Prospectus of **Jay Ambe Supermarkets Limited** (the “Company”) dated September 02, 2025 filed with the Registrar of Companies, Ahmedabad, (the “RHP” or “Red Herring Prospectus”). You are encouraged to read greater details available in the RHP, which is available at <https://www.sebi.gov.in/sebiweb/home/HomeAction.do?doListing=yes&sid=3&ssid=15&sm>. Unless otherwise specified all capitalized terms used herein and not specifically defined shall bear the same meaning as ascribed to them in the RHP. This abridged prospectus is not for distribution outside of India.

THIS ABRIDGED PROSPECTUS CONSISTS OF FOUR PAGES OF BID-CUM-APPLICATION FORM ALONG WITH INSTRUCTIONS AND EIGHT PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

Please ensure that you have read the RHP, this abridged prospectus (“Abridged Prospectus”) and the General Information Document for investing in public issues (“GID”) undertaken through the Book Building Process before applying in the Issue. The investors are advised to retain a copy of the RHP/ Abridged Prospectus for their future reference. You may obtain a physical copy of the Bid-cum-Application Form and the RHP from the Stock Exchange, Members of the Syndicate, Registrar to the Issue (“RTA”), Collecting Depository Participants (“CDPs”), Registered Brokers, Banker to the Issue, Investors’ Association or Self Certified Syndicate Banks (“SCSBs”). You may also download the RHP from the websites of Securities and Exchange Board of India (“SEBI”) at www.sebi.gov.in, the website of SME Platform of BSE Limited (“BSE SME” or “Stock Exchange”) at www.bsesme.com and the website of the Company at www.citysquaremart.com and the website of the Book Running Lead Managers at www.beelinemb.com.



JAY AMBE SUPERMARKETS LIMITED

CIN: U74999GJ2020PLC118385; Date of Incorporation: November 23, 2020

REGISTERED OFFICE		CONTACT PERSON	TELEPHONE AND EMAIL	WEBSITE
A001, Shubh Vivid, Por Kudasán, Village- Kudasán, Gandhinagar, Gujarat-382421, India		Renuka Trikhá (Company Secretary and Compliance Officer)	Tel No: +916358027675 Email Id: cs@citysquaremart.com	www.citysquaremart.com
PROMOTERS OF OUR COMPANY: JIGNESH AMRATBHAI PATEL, HARSHAL DAXESHKUMAR PATEL, BHIKHABHAI SHIVDAS PATEL AND RUTWIJKUMAR MAGANBHAI PATEL				
DETAILS OF THE ISSUE TO THE PUBLIC				
Type	Fresh Issue size	Offer for Sale size	Total Issue size	Eligibility
Fresh Issue	23,64,800 Equity Shares aggregating to ₹ [●] lakhs	Nil	23,64,800 Equity Shares aggregating to ₹ [●] lakhs	This Issue is being made in terms of Regulation 229(1) & 253(1) of Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended
SHARE RESERVATION				
	QIBs	Non-Institutional Investors	Individual Investor	Market Makers
	Not more than 11,21,600 Equity Shares of face value of ₹10/- each.	Not less than 3,37,600 Equity Shares of face value of ₹ 10/- each.	Not less than 7,87,200 Equity Shares of face value of ₹ 10/- each.	1,18,400 Equity Shares of face value of ₹10/- each.

These Equity Shares are proposed to be listed on the SME Platform of BSE Limited (“BSE SME”). For the purposes of the Issue, the designated Stock Exchange is the BSE Limited (“BSE”) (the “Designated Stock Exchange”).

Details of OFS by Promoters/ Promoter group/ other selling shareholders: - **Not applicable as the entire Issue constitutes fresh issue of Equity Shares**

Whether the company is compulsorily required to allot at least 75% of the net issue to public, to qualified institutional buyers- **Not applicable.**

PRICE BAND, MINIMUM BID LOT AND INDICATIVE TIMELINES

Price Band (For details of the Price Band and the basis for the Issue Price, please refer to the price band advertisement and the section titled “Basis for Issue Price” on page 131 of the RHP)	₹ 74 per Equity Share to ₹ 78 per Equity Share of face value of ₹10 each.
Minimum Bid Lot Size	A minimum of 3200 Equity Shares and in multiples of 1600 Equity Shares thereafter
Bid/Issue Opening Date*	Wednesday, September 10, 2025
Bid/Issue Closing Date	Friday, September 12, 2025
Finalization of Basis of Allotment with BSE	On or Before Monday, September 15, 2025
Initiation of refunds / Unblocking of Funds from ASBA Account**	On or Before Tuesday, September 16, 2025
Credit of Equity Shares to Demat accounts of Allottees	On or Before Tuesday, September 16, 2025
Commencement of trading of the Equity Shares on BSE	On or Before Wednesday, September 17, 2025

*Our Company in consultation with the Book Running Lead Manager may 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 in accordance with the SEBI ICDR Regulations.

** In case of any delay in unblocking of amounts in the ASBA Accounts (including amounts blocked through the UPI Mechanism) exceeding Two Working Days from the Bid/Issue Closing Date, the Bidder shall be compensated at a uniform rate of ₹ 100/- per day for the entire duration of delay exceeding Two Working Days from the Bid/Issue Closing Date by the intermediary responsible for causing such delay in unblocking. The BRLM shall, in their sole discretion, identify and fix the liability on such intermediary or entity responsible for such delay in unblocking. For the avoidance of doubt, the provisions of the SEBI circular dated March 16, 2021, as amended pursuant to SEBI circular dated June 2, 2021 shall be deemed to be incorporated in the agreements to be entered into by and between the Company and the relevant intermediaries, to the extent applicable.

Weighted average cost of acquisition of all Equity Shares transacted in the one year, 18 months and three years preceding the date of the Red Herring Prospectus

Period	Weighted average cost of acquisition per Equity Share (in ₹) ^{5A}	Cap Price is ‘x’ times the weighted average cost of acquisition	Range of acquisition price per Equity Share: lowest price – highest price (in ₹) ^{6A}
Last one year preceding the date of the Red Herring Prospectus	7.11	[●]	Nil - 66.00

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Last 18 months preceding the date of the Red Herring Prospectus	7.11	[●]	Nil - 66.00
Last three years preceding the date of the Red Herring Prospectus	7.11	[●]	Nil - 66.00

@Lowest acquisition price of Nil represents shares acquired pursuant to bonus issue made by the company in the respective period and secondary transactions conducted through gift of shares, while highest acquisition price represents consideration paid on preferential allotment made by the company as adjusted for the corporate actions.

\$Acquisition of shares includes shares acquired through primary transactions and secondary transactions whether through cash or other than cash.

^ Based on Certificate dated September 02, 2025, from peer reviewed Auditors of the company M/s. S J V P & Associates.

RISKS IN RELATION TO THE FIRST ISSUE	
This being the first public issue of Equity Shares of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each. The Floor Price, the Cap Price and the Issue Price to be determined by our Company in consultation with the BRLM on the basis of the assessment of market demand for our Equity Shares by way of the Book Building Process, as disclosed in "Basis for Issue Price" on page no. 131 of the RHP or in case where, Price Band is not disclosed otherwise, will be advertised in two national daily newspapers (one each in English and in Hindi) with wide circulation and one daily Gujarati regional language newspaper with wide circulation at least two working days prior to the Bid / Issue Opening Date, 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 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 our Company and the Issue, including the risks involved. The Equity Shares in the Issue 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 Red Herring Prospectus. Specific attention of the investors is invited to section titled "Risk Factors" appearing on page no. 31 of the Red Herring Prospectus, and on page 7 of this Abridged Prospectus.	
PROCEDURE	
You may obtain a physical copy of the Bid-cum-Application Form and the RHP from the Stock Exchange, Members of the Syndicate, Registrar to the Issue, Registrar and Share Transfer Agents ("RTAs"), Depository Participants ("DPs"), underwriters, Banker to the Issue, Investors' Associations or Self Certified Syndicate Banks ("SCSBs").	
If you wish to know about processes and procedures applicable to this Issue, you may request for a copy of the RHP and/or the GID from the BRLM or download it from the websites of Stock Exchange www.bsesme.com, respectively and the websites of the BRLM at www.beelinemb.com.	

PRICE INFORMATION OF BOOK RUNNING LEAD MANAGER

SME IPO:

Sr. No.	Issuer Name	Name of Merchant Banker	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 30thCalendar Days from Listing	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 90thCalendar Days from Listing	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 180thCalendar Days from Listing
1.	Solarium Green Energy Limited	Beeline Capital Advisors Private Limited	18.93% (-3.03%)	50.60% (+6.58%)	+77.82% (+5.86%)
2.	Identixweb Limited	Beeline Capital Advisors Private Limited	15.70% (+5.51%)	12.98% (+9.70%)	N.A.
3.	Neptune Petrochemicals Limited	Beeline Capital Advisors Private Limited	17.54% (+3.19%)	+14.63% (+0.02%)	N.A.
4.	Cryogenic OGS Limited	Beeline Capital Advisors Private Limited	+157.34% (-4.00%)	N.A.	N.A.
5.	Monarch Surveyors and Engineering Consultants Limited	Beeline Capital Advisors Private Limited	+12.62% (-0.68%)	N.A.	N.A.
6.	BLT Logistics Limited	Beeline Capital Advisors Private Limited	N.A.	N.A.	N.A.
7.	Complex Cinemas Ltd	Beeline Capital Advisors Private Limited	N.A.	N.A.	N.A.

Source: Price Information www.bseindia.com and www.nseindia.com, Issue Information from respective Prospectus.

MAIN BOARD IPO:

Sr. No.	Issuer Name	Name of Merchant Banker	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 30thCalendar Days from Listing	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 90thCalendar Days from Listing	+/- % Change in Closing Price, (+/- % Change in Closing Benchmark) 180thCalendar Days from Listing
1	Mamata Machinery Limited	Beeline Capital Advisors Private Limited	72.74% (-3.31%)	44.81% (-1.79%)	74.14% (+4.26%)
2	Borana Weaves Limited	Beeline Capital Advisors Private Limited	1.76% (+1.48%)	+0.35% (-0.30%)	N.A.
3	Shreeji Shipping Global Limited	Beeline Capital Advisors Private Limited and Elara Capital (India) Private Limited	N.A.	N.A.	N.A.

Source: Price Information www.bseindia.com and www.nseindia.com, Issue Information from respective Prospectus.

As per SEBI Circular No. SEBI/HO/CFD/SSE/CIR/P/2022/14 dated February 04, 2022 the above table should reflect recent 7 issues (Initial Public Issues) managed by the BRLM. Hence, disclosure pertaining to recent 7 issues handled by the BRLM are provided

Name of Book Running Lead Manager	Beeline Capital Advisors Private Limited Telephone: +91 79 4918 5784; Investor Grievance ID: ig@beelinemb.com Website: www.beelinemb.com Email: mb@beelinemb.com Contact Person: Nikhil Shah SEBI Registration Number: INM000012917
Name of Syndicate Member	Spread X Securities Private Limited

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Name of Market Maker	Spread X Securities Private Limited Telephone: +91 79 6907 2018 E-mail: info@spreadx.in
Name of Registrar to the Issue	MUFG Intime India Private Limited (Formerly known as Link Intime India Private Limited) Telephone: +91 8108114949 E-mail: jayambe.smeipo@in.mpms.mufg.com Investor grievance e-mail: jayambe.smeipo@in.mpms.mufg.com
Name of Statutory Auditor	M/s. Jay M. Shah & Co., Chartered Accountants
Name of Credit Rating Agency and the rating or grading obtained, if any	Not Applicable.
Name of Debenture Trustee	Not Applicable

Self-Certified Syndicate Banks	<p>The list of SCSBs notified by SEBI for the ASBA process is available at http://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes, or at such other website as may be prescribed by SEBI from time to time.</p> <p>A list of the Designated SCSB Branches with which an ASBA Bidder (other than a UPI Bidders), not Bidding through Syndicate/Sub Syndicate or through a Registered Broker, RTA or CDP may submit the Bid cum Application Forms, is available at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34, or at such other websites as may be prescribed by SEBI from time to time.</p> <p>Further, the branches of the SCSBs where the Designated Intermediaries could submit the ASBA Form(s) of Bidders (other than Individual Bidders) is provided on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=35 which may be updated from time to time or at such other website as may be prescribed by SEBI from time to time. Details of nodal officers of SCSBs, identified for Bids made through the UPI Mechanism, are available at www.sebi.gov.in.</p>
SCSBs and mobile applications enabled for UPI Mechanism	<p>In accordance with SEBI Circular No. SEBI/HO/CFD/DIL2/CIR/P/2019/76 dated June 28, 2019, SEBI Circular No. SEBI/HO/CFD/DIL2/CIR/P/2019/85 dated July 26, 2019, SEBI Circular No. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 5, 2022 and SEBI circular No SEBI/HO/CFD/DIL2/CIR/P/2022/51 dated April 20, 2022, the UPI Bidders may only apply through the SCSBs and mobile applications whose names appears on the website of the SEBI, which may be updated from time to time. A list of SCSBs and mobile applications, using the UPI handles and which are live for applying in public issues using UPI mechanism, is provided in the SEBI circular number SEBI/HO/CFD/DIL2/CIR/P/2019/85 dated July 26, 2019. The said list is available on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40 and https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=43, as updated from time to time.</p>
Registered Brokers	<p>Bidders can submit ASBA Forms in the Issue using the stockbroker network of the stock exchange, i.e. through the Registered Brokers at the Broker Centres. The list of the Registered Brokers, including details such as postal address, telephone number and e-mail address, is provided on the websites of the Stock Exchanges at https://www.bseindia.com/ and https://www.nseindia.com/, as updated from time to time.</p>
Details regarding website address(es)/ link(s) from which the investor can obtain a list of CRTAs and CDPs and stock brokers who can accept applications from investors, as applicable:	<p>The list of the Registrar to Issue and Share Transfer Agents (RTAs) eligible to accept Applications forms at the Designated RTA Locations, including details such as address, telephone number and e-mail address, are provided at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=10, as updated from time to time.</p> <p>The list of the Collecting Depository Participants (CDPs) eligible to accept Application Forms at the Designated CDP Locations, including details such as name and contact details, are provided at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=19 for NSDL CDPs and at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=18 for CDSL CDPs, as updated from time to time. The list of branches of the SCSBs named by the respective SCSBs to receive deposits of the Bid cum Application Forms from the Designated Intermediaries will be available on the website of the SEBI (www.sebi.gov.in) and updated from time to time.</p>

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PROMOTERS OF OUR COMPANY

Sr. No.	Name	Individual/ Corporate	Experience and Education Qualification / Corporate Information
1.	Mr. Jignesh Amratbhai Patel	Individual	He is a Chairman and Managing Director of the company. He has completed his Bachelor of Commerce from M.C. Shah Commerce College, affiliated with Gujarat University, Ahmedabad in the year 1999. He carries an experience of more than 19 years in the global and national level supermarket chain business.
2.	Mr. Harshal Daxeshkumar Patel	Individual	He is a Non-Executive Director of the company. He has completed Bachelor of Civil Engineering from Gandhinagar Institute of Technology, affiliated with Gujarat Technological University, Ahmedabad in the year 2021. Mr. Harshal brings over 6 years of comprehensive experience in business development.
3.	Mr. Bhikhabhai Shivdas Patel	Individual	He is a Non-Executive Director of the company. He has passed the Secondary School Examination from Gujarat Secondary School Certificate Examination Board, Baroda in the year 1972. He carries an experience of more than 6 years in the Human Resource Department in the retail business segment.
4.	Mr. Rutwikumar Maganbhai Patel	Individual	He is a Non-Executive Director of the company. He has completed Bachelor of Computer Engineering from Dharmsinh Desai University (Formerly known as D.D. Institute of Technology-Deemed University), Nadiad in the year 2007. He has over 6 years of experience in managing and business development, risk mitigation and marketing in the retail segment.

For details in respect of our Promoters, please see the section entitled “Our Promoters and Promoter Group” beginning on page 225 of the RHP.

OUR BUSINESS OVERVIEW AND STRATEGY

Company overview: City Square Mart is a brand owned by our company Jay Ambe Supermarkets Private Limited. Our Company was originally incorporated on November 23, 2020 under the name and style of ‘JAY AMBE SUPERMARKETS PRIVATE LIMITED’, pursuant to a certificate of incorporation dated November 23, 2020 issued by the Registrar of Companies, Central Registration Centre. Subsequently, our Company was converted into a public limited company pursuant to a resolution passed by the Shareholders in an Extraordinary General Meeting held on December 24, 2024 with a fresh certificate of incorporation dated February 25, 2025 issued by Registrar of Companies, Ahmedabad. Consequently, the name of our Company was changed to ‘Jay Ambe Supermarkets Limited’. The corporate identification number of our Company is U74999GJ2020PLC118385.

Product/ Service Offering and Industries Served: Our company is engaged in the business of trading of FMCG material, grocery, Home Textile, Home Décor, Cloths, or Apparels, Toys, Gift Articles, Footwear and other house hold items, via supermarkets. City Square Mart has a strong presence in Gujarat with multiple store outlets situated at various locations across the state.

Revenue segmentation by product/service offering:

Based on the Restated Financial Information:

(₹ in lakhs)

Particulars	For the Financial Year ended on March 31					
	2025		2024		2023	
	(₹ in lakhs)	% of total revenue from operations	(₹ in lakhs)	% of total revenue from operations	(₹ in lakhs)	% of total revenue from operations
Fast Moving Consumer Goods	3,614.13	76.25%	2,459.44	73.61%	2,561.37	78.35%
Apparels and Footwear	566.52	11.95%	602.77	18.04%	261.49	8.00%
General Merchandise	487.77	10.29%	221.43	6.63%	414.22	12.67%
Other Operating Revenue*	66.85	1.41%	55.05	1.65%	31.89	0.98%
Total	4,735.28	99.90%	3,338.68	99.92%	3,268.96	99.99%

*Other Operating revenue primarily includes Franchisee fees, Listing & Display Charges and Royalty Income.

Geographies Served: Our entire revenue is generated from domestic operations, primarily within the state of Gujarat. We operate stores across several cities in Gujarat, including Ahmedabad, Gandhinagar, Visnagar, Himmatnagar, and Bhuj.

Revenue Segmentation by Geographies:

Based on the Restated Financial Information:

(₹ in lakhs)

Particulars	For the Financial Year ended on March 31					
	2025		2024		2023	
	(₹ in lakhs)	% of total revenue from operations	(₹ in lakhs)	% of total revenue from operations	(₹ in lakhs)	% of total revenue from operations
Gandhinagar	2,405.25	50.74%	1,843.55	55.17%	1,876.27	57.39%
Ahmedabad	1,207.71	25.48%	615.77	18.43%	877.27	26.83%
Visnagar	646.72	13.64%	461.38	13.81%	431.76	13.21%
Himmatnagar	375.85	7.93%	263.89	7.90%	83.67	2.56%
Bhuj	99.74	2.10%	-	-	-	-
Ananad	-	-	154.09	4.61%	-	-
Total	4,735.28	99.90%	3,338.68	99.92%	3,268.96	99.99%

Key Performance Indicators (“KPIs”):

Financial KPIs of our company

(₹ in lakhs)

Particulars	For the fiscal ended		
	March 31, 2025	March 31, 2024	March 31, 2023
GAAP Measures			
Revenue from Operations (₹ in lakhs)	4,735.28	3,338.68	3,268.96

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Particulars	For the fiscal ended		
	March 31, 2025	March 31, 2024	March 31, 2023
Profit after tax (PAT) (₹ in lakhs)	275.37	154.89	35.30
Non-GAAP Measures			
EBITDA (₹ in lakhs)	498.60	316.08	124.33
EBITDA Margin (%)	10.53%	9.47%	3.80%
PAT Margin (%)	5.82%	4.64%	1.08%
Return on Equity (RoE) (%)	26.07%	29.10%	15.18%
Return on Capital Employed (%)	24.12%	21.34%	12.32%

Based on certificate by Peer Reviewed Auditor, M/s. S J V P & Associates (FRN: 136958W), Chartered Accountants vide its certificate dated September 02, 2025.]

Notes:

1. Revenue from Operations means addition of revenue from customers and other operating income.
2. PAT means profit for the year provides information regarding the overall profitability of the business.
3. EBITDA = Restated profit after tax for the year before exceptional items + finance costs + total tax expense/(credit) + depreciation and amortisation expense- Other income.
4. EBITDA Margin (%) = EBITDA / Revenue from Operations.
5. PAT Margin (%) = PAT / Revenue from Operations.
6. Return on Equity is calculated as restated profit after tax for the year divided by average total equity.
7. Return on Capital Employed (%) is calculated as earning before interest and tax (EBIT) / Average Capital Employed. EBIT is calculated as "Profit before tax + Interest expenses" and Capital Employed is calculated as "Total Equity + Non-Current Borrowings + Current Borrowing+ Deferred Tax Asset/(Liability)- Intangible Assets including Intangible Assets under Development".
8. Number of Stores represents the total number of stores in the end of respective year.
9. Number of Permanent Employees means total number of permanent employees as at the end of respective year.

Operational KPIs of our company

Particulars	As on/ for the financial year ended March 31		
	2025	2024	2023
Number of Stores	15	10	10
Number of Permanent Employees	115	110	65


Based on certificate by Peer Reviewed Auditor, M/s. S J V P & Associates (FRN: 136958W), Chartered Accountants vide its certificate dated September 02, 2025.

Client Profile and Industries Served: The Business we are engaged in is a B2C business model and accordingly, we have a huge base of retail clients who buy their required goods from our stores. Therefore, the details of major clientele are not applicable to us. We operate in Indian retail sector.

Revenue Segmentation in terms of top customer, top 5 customers and top 10 customers:

We have a wide customer base and do not have any material dependence on any particular customers.

Intellectual Property: Following are the details of the Trademarks Registered in the name of our company and our subsidiary, in India:

Sr. No.	Brand Name/Logo/ Trademark	Class	Nature of Trademark	Owner	Application No. and Date/ Registration No.	Status	Validity
1.		35	Device Mark	Jay Ambe Trading*	Application No.: 3909698 Date of Application: August 07, 2018	Registered	Registration is for 10 years from the date of application

*The trademark stated above is registered in the name of the partnership firm of the promoters of the company whose business was taken over in the company after incorporation of the company. The company has signed a Deed of assignment of trademark dated June 14, 2022 with said firm and has applied to the Trademarks registry for registration of assignment vide application dated July 06, 2022. The Trademarks Registry [TMR] vide its letter dated July 11, 2024 has intimated the partnership firm at its address with notice of 30 days to raise any objection to the assignment of trademark to the company. The matter is yet pending before TMR.

Market Share: Not Applicable.

Manufacturing Plant: Not Applicable.

Employee Strength: As of March 31, 2025, our workforce comprised 115 permanent employees and 32 employees outsourced form service provider.

BOARD OF DIRECTORS				
Sr. No.	Name and designation	Designation	Experience and educational qualification	Other directorships
1	Jignesh Amratbhai Patel	Chairman and Managing Director	He is Chairman and Managing Director of the company. He has completed his Bachelor of Commerce from M.C. Shah Commerce College, affiliated with Gujarat University, Ahmedabad in the year 1999. He carries an experience of more than 19 years in the global and national level supermarket chain business.	Indian Companies: Nil Foreign Companies: Nil
2.	Rutwikumar Maganbhai Patel	Non-Executive Director	He is Non-Executive Director of the company. He has completed his Bachelor of Computer Engineering from Dharmsinh Desai University (Formerly known as D.D. Institute of Technology-Deemed University), Nadiad in the year 2007. He has over 6 years of experience in managing and business development, risk mitigation and marketing in the retail segment.	Indian Companies: Momspan Food Private Limited Foreign Companies: Nil
3.	Harshal Daxeshkumar Patel	Non-Executive Director	He is Non-Executive Director of the Company. He has completed his Bachelor of Civil Engineering from Gandhinagar Institute of Technology, affiliated with Gujarat Technological University, Ahmedabad in the year 2021. Mr. Harshal brings over 6 years of comprehensive experience in business development.	Indian Companies: Nil Foreign Companies: Nil
4.	Bhikhabhai Shivdas Patel	Non-Executive Director	He is Non-Executive Director of the Company. He has passed the Secondary School Certificate Examination from the Gujarat Secondary School Certificate Examination Board, Baroda in the year 1972. He carries an experience of more than 6 years in the Human Resource Department in the retail business segment.	Indian Companies: Nil Foreign Companies: Nil
5.	Poonam Pravinbhai Panchal	Independent Director	She is Independent Director of the Company. She completed her Bachelor of Business Administration (BBA) from K.S. School of Business Management, affiliated with Gujarat University in Ahmedabad, in 2013. In 2015, she earned her Master of Business Administration (MBA) with a specialization in Finance from the same institution. She became a member of the Institute of Company Secretaries of India in 2016 having membership number A44616. Additionally, she obtained her Bachelor of Laws (Special) degree from Maneklal Nanavati Law College, affiliated with Gujarat University in Ahmedabad, in 2018. She has over 8 years of experience working with various listed companies, managing Regulatory and Statutory compliances.	Indian Companies: Alfa Ica (India) Limited Foreign Companies: Nil
6.	Tanmay Rajendrakumar Mehta	Independent Director	He is Independent Director of the Company. He holds the membership of Institute of Chartered Accountant of India since 2019. He also holds degree of Bachelor of Laws from Gujarat University since 2022 and Bachelor of Commerce from Maharaja Krishnakumarsinhji Bhavanagar University since 2015. He has over 2 years of experience in field of financial reporting, budgetary control, MIS reporting and due diligence tasks like review of compliance of Listed entities.	Indian Companies: 1. Mehta Hitech Industries Limited 2. Sampati Securities Limited Foreign Companies: Nil

For further details in relation to our Board of Directors, see “Our Management” on page 206 of the RHP.

OBJECT OF THE ISSUE

The Issue Proceeds from the Fresh Issue will be utilized towards the following objects:

1. Purchase of existing store of the company located at Nana Chiloda, Ahmedabad (“Acquisition of Identified Store”)
2. Purchase of fit-outs for Three (3) new stores.
3. To Meet Working Capital Requirements.
4. General Corporate Purpose.

(Collectively referred as the “Objects”)

Proposed schedule of implementation and deployment of Net Proceeds:

(₹ in Lakhs)

Sr. No.	Particulars	Total Estimated Cost	Amount already deployed	Amount to be funded from the Net Issue Proceeds	Estimated Utilization of Net Issue Proceeds (Upto FY 2025-26)*	Estimated Utilization of Net Issue Proceeds (Upto FY 2026-27)*
1.	Purchase of existing store of the company located at Nana Chiloda, Ahmedabad (“Acquisition of Identified Store”)	425.00	51.00	425.00	425.00	425.00
2.	Purchase of fit-outs for Three (3) new stores	522.71	59.39	463.32	463.32	463.32
3.	To Meet Working Capital Requirements	450.00	0.00	450.00	250.00	450.00
4.	General Corporate Purpose [^]	[•]	[•]	[•]	[•]	[•]
Total		[•]	[•]	[•]	[•]	[•]

* To the extent our Company is unable to utilize any portion of the Net Proceeds towards the Object, as per the estimated schedule of deployment specified above; our Company shall deploy the Net Proceeds in the subsequent Financial Years towards the Object. Due to general business exigencies, the use of Net proceeds may be interchangeable.

[^]To be finalized on determination of the Issue Price and updated in the Prospectus prior to filing with the ROC. However, the use of Net proceeds for General Corporate Purposes shall not exceed 15% of the aggregate of the gross proceeds of the Fresh Issue or ₹ 1,000 lakhs, whichever is less.

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

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

Name of Monitoring Agency: Not Applicable.

Shareholding Pattern as on the date of the RHP: The details of shareholding of our Promoters, members of the Promoter Group and Public Shareholders as on the date of the Red Herring Prospectus are set forth below:

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Category of Shareholder	Pre-Issue number of shares*	% Holding of Pre- Issue
Promoters and Promoter Group	46,58,547	71.50
Public	18,56,607	28.50
Total	65,15,154	100.00

*Based on beneficiary statement dated August 29, 2025.

Number/Amount of equity shares proposed to be sold by Selling Shareholders: Not Applicable.

SUMMARY OF RESTATED FINANCIAL INFORMATION

(₹ in Lakhs except stated otherwise)

Particulars	For the Year ended on		
	March 31, 2025	March 31, 2024	March 31, 2023
Total Income from operations (Net)	4,735.28	3,338.68	3,268.96
Net Profit/(Loss) before Tax and extraordinary items	381.58	212.65	45.30
Net Profit/(Loss) after Tax and extraordinary items	275.37	154.89	35.30
Equity Share Capital	651.52	200.00	173.02
Reserves and Surplus	705.55	555.31	136.39
Net Worth	1,357.06	755.31	309.42
Basic Earnings per share (in ₹)	4.50	2.70	0.65
Diluted Earnings per share (in ₹)	4.50	2.70	0.65
Return on Net Worth (%)	20.29	20.51	11.41
Net Asset Value per equity share	20.83	12.59	5.54

INTERNAL RISK FACTOR

Below mentioned risks are the top 5 risk factors as per the RHP, for details refer to section titled "Risk Factors" on page 31 of the RHP

1. All of our stores are presently located in Gujarat. However, we plan to expand into new geographies and may be exposed to significant liability and could lose some or all of our investment in such regions, as a result of which our business, financial condition and results of operations could be adversely affected.
2. All the properties on which we run our stores are taken on rent/lease by us and many of them have been taken by us from third parties on short term lease/rent basis. Any disruption of rent agreements so entered by us or any objections from the owners of these properties to let us continue our operations or vacate those properties on short notice may have a material and adverse impact on the business of our Company. Further, some of our lease agreements may have certain irregularities because of which we may be unable to effectively enforce our leasehold rights which may have a material and adverse impact on the business of our Company.
3. We have significant working capital requirements and our inability to meet the working capital requirements may have an adverse effect on our results of operations.
4. If we are unable to maintain an optimal level of inventory, our business, results of operations, financial condition and cash flows may be adversely affected.
5. We intend to utilise a portion of the Net Proceeds for funding our capital expenditure requirements. This includes Purchase of Existing Store of the company located at Nana Chiloda, Ahmedabad and Purchase of fit-outs for Three (3) new proposed stores, which may be subject to the risk of unanticipated delays in implementation, cost overruns and other project risks and uncertainties.

SUMMARY OF OUTSTANDING LITIGATIONS CLAIMS AND REGULATORY ACTION

A. There are no pending Litigation against our Company, our Group Companies, our Promoters, Directors or Subsidiary of the company except mentioned below:

Name of Entity	Criminal Proceedings	Tax Proceedings	Statutory or Regulatory Proceedings	Disciplinary actions by the SEBI or Stock Exchanges against our Promoter	Material Civil Litigations	Aggregate amount involved (₹ in Lakhs)
Company						
By the Company	Nil	Nil	Nil	NA	1	120.00
Against the Company	Nil	2	Nil	NA	Nil	54.32
Promoters						
By Promoters	Nil	Nil	Nil	Nil	Nil	Nil
Against Promoters	Nil	Nil	Nil	Nil	Nil	Nil
Directors other than Promoters						
By our directors	Nil	Nil	Nil	Nil	Nil	Nil
Against the Directors	Nil	Nil	Nil	Nil	Nil	Nil
Subsidiary Company						
By our Subsidiary Company	NA	NA	NA	NA	NA	NA
Against our Subsidiary Company	NA	NA	NA	NA	NA	NA
Key Managerial Personnel (KMPs) Other than Directors						
By our KMPs (Other than Directors)	Nil	NA	Nil	NA	NA	NA
Against our KMPs (Other than Directors)	Nil	NA	Nil	NA	NA	NA

For further details of the outstanding litigation proceedings, see "Outstanding Litigation and Material Developments" beginning on page no. 293 of RHP.

B. Brief details of top 5 material outstanding litigation / legal proceedings initiated against our Company and amount involved:

1. Consumer Complaint No. 371/2023 titled "Jay Ambe Supermarkets Pvt. Ltd. V/s. Reliance General Insurance Co. Ltd. & Anr." filed under the Consumer Protection Act, 2019 before Hon'ble Consumer Dispute Redressal Commission of Gandhinagar District at Gandhinagar wherein Company is seeking order to be passed for a sum insured of Rs. 1,20,00,000/- with interest @ 18 % per annum from November 08, 2023, the date on which the insurance company issued the claim rejection letter, till payment along with other relief(s) sought for loss to

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the company on account of break out of fire in the Retail mart of the company at Visnagar, Mehsana on June 19, 2023. The case is pending adjudication before Hon'ble Commission.

C. Regulatory Action, if any - disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: There has been no disciplinary action taken by SEBI or Stock exchanges against the Promoters / Group Companies in last 5 financial years including outstanding action

D. Brief details of outstanding criminal proceedings against the Promoters: Nil

ANY OTHER IMPORTANT INFORMATION AS PER BOOK RUNNING LEAD MANAGERS/COMPANY - NIL

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act, 2013 and the regulations and guidelines issued by the Government of India, or the regulations or guidelines 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 Red Herring Prospectus is contrary to the provisions of the Companies Act, 2013, the SCRA, the SCRR and the Securities and Exchange Board of India Act, 1992, each as amended, or the rules made, or regulations or guidelines issued thereunder, as the case may be. We further certify that all the statements made in the Red Herring Prospectus are true and correct.

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BIDDER'S UNDERTAKING AND CONFIRMATION FOR BID REVISION FORM

I/We (on behalf of joint Bidders, if any) confirm that the Acknowledgement Slip for my/our Bids is enclosed for the revisions which are being requested. I/We agree to be bound by all the terms & conditions mentioned in the Bid cum Application Form submitted earlier by me/us. I/We (on behalf of joint Bidders, if any) authorise you to reject this Bid Revision Form, in case any of the details of my/our existing Bids as appearing on the electronic book building system do not tally with the details given in this Bid Revision Form.

INSTRUCTIONS FOR FILLING UP THE BID REVISION FORM

- Name of sole/ First Bidder should be exactly the same as it appears in the Depository records. In case of joint Bids, the Bid cum Application Form should contain only the name of the first Bidder whose name should also appear as the first holder of the beneficiary account held in joint names. The Bid means an "indication to make an offer" and not "an offer".
- Please ensure that the Bid options provided are in the same order as that provided in the Bid cum Application Form submitted earlier.
- In case there is no change in the particular Bid option, please write "NO CHANGE". In case you want to cancel the Bid option, please write "CANCELLED".
- Total Bid Amount payable must be calculated for the highest of three options, at Bid Price. Total Bid Amount to be paid must be calculated net of total amount paid at the time of submission of Bid cum Application Form. Bidders, please ensure that your bank has notified an SCSB Branch in the city where the Bid cum Application Form is being submitted.
- Only the First Bidder is required to sign the Bid cum Application Form /Revision Form. Thumb impressions and signatures other than in the languages specified in the Eighth Schedule to the Constitution of India must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under official seal. Applicants should specify only his/her ASBA bank account or UPI ID linked with his/her own bank account in case of sole Bidder and ASBA bank account or UPI ID linked with the bank account of First Bidder in case of joint Bidder, in the application form. If the First Bidder is not the account holder, ensure that the Bid cum Application Form is signed by the ASBA Account holder. Signature of the ASBA Account holder is mandatory.
- Please note that application made using third party UPI ID or third party ASBA Bank A/c are liable to be rejected.
 - QIBs cannot use UPI Mechanism to apply. Non-Institutional Bidders applying up to Rs. 500,000 can apply through UPI mode as per NPCI vide circular reference no. NPCI/UI/OC No. 127/2021-22 dated December 09, 2021 read with SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 5, 2022.
 - UPI Bidders using UPI Mechanism:**
 - Please ensure that your bank is offering UPI facility for public offers.
 - Please mention UPI ID clearly in CAPITAL LETTERS only.
 - Ensure that the: (a) bank where the bank account linked to their UPI ID is maintained; and (b) Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appears on the website of the SEBI (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlId=40>) and (<https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmlId=43>) respectively, as updated from time to time.
 - Eligible NRIs applying in the Issue through the UPI Mechanism, are advised to enquire with the relevant bank where their account is UPI linked prior to submitting their Bid cum Application Form.
 - UPI ID cannot exceed 45 characters.
 - Please ensure that you are using your UPI ID only and not the UPI ID of any third party.
 - UPI Bidders Bidding using the UPI Mechanism shall ensure that details of the Bid are reviewed and verified by opening the attachment in the UPI Mandate Request and then proceed to authorise the UPI Mandate Request using his/her UPI PIN. For further details, see "Issue Procedure" on page 337 of the RHP.
- Other Instructions:** a. Revision to Bids must be made only in the prescribed Revision Form, as applicable; b. Revision Form must be completed in full, in BLOCK LETTERS in ENGLISH. Bidders should note that the Member of the Syndicate/ SCSBs/Registered Brokers/RTA/CDPs will not be liable for errors in data entry due to incomplete or illegible Revision Forms; c. Ensure that Acknowledgment Slip for your Bid and any other applicable documents in support of the revision are attached with the Revision Form; and d. Bidders shall only be required to issue instruction to block the revised amount in excess of their original blocked amount based on the cap of the revised Price Band upon an upward revision of their Bid.
- Revision(s) in the Bid, the Bidders/Applicants will have to use the services of the same Designated Intermediary through which such Bidder/Applicant had placed the original Bid. Bidders/Applicants are advised to retain copies of the blank Revision Form and the Bid(s) must be made only in such Revision Form or copies thereof. Investors must ensure that their PAN is linked with Aadhaar card and are in compliance with the CBDT notification dated February 13, 2020 and press release dated June 25, 2021.

ISSUE STRUCTURE

This Issue is being made by way of Book Building Process ⁽¹⁾:

Particulars of the Issue ⁽²⁾	Market Maker Reservation Portion	QIBs	Non-Institutional Investors	Individual Investors (Who applies for minimum application size)
Number of Equity Shares available for allocation	1,18,400 Equity Share	Not more than 11,21,600 Equity Shares	Not less than 3,37,600 Equity Shares	Not less than 7,87,200 Equity Shares
Percentage of issue size available for allocation	5.01 % of the issue size	Not more than 50% of the Net Issue being available for allocation to QIB Bidders. However, up to 5% of the Net QIB Portion may be available for allocation proportionately to Mutual Funds only. Mutual Funds participating in the Mutual Fund Portion will also be eligible for allocation in the remaining QIB Portion. The unsubscribed portion in the Mutual Fund Portion will be added to the Net QIB Portion	Not less than 15% of the Net Issue	Not less than 35% of the Net Issue
Basis of Allotment ⁽³⁾	Firm Allotment	Proportionate as follows (excluding Anchor Investor Portion): a) 22,400 Equity Shares shall be available for allocation on a proportionate basis to Mutual Funds only; and b) 4,27,200 Equity Shares shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds receiving allocation as per (a) above. Up to 6,72,000 Equity Shares may be allocated on a discretionary basis to Anchor Investors of which one-third shall be available for allocation to Domestic Mutual Funds only, subject to valid Bid received from Mutual Funds at or above the Anchor Investor Allocation Price	The Equity Shares available for allocation to Non-Institutional Investors under the Non-Institutional Portion, shall be subject to the following: (a) one third of the portion available to non-institutional investors shall be reserved for applicants with application size of more than two lots and up to such lots equivalent to not more than ₹10 lakhs; (b) two third of the portion available to non-institutional investors shall be reserved for applicants with application size of more than ₹10 lakhs: Provided that the unsubscribed portion in either of the sub-categories specified in clauses (a) or (b), may be allocated to applicants in the other sub-category of non-institutional investors. The allotment to each Non-Institutional Investors shall not be less than the Minimum Non-Institutional application Size, subject to availability of Equity Shares in the Non-Institutional Portion and the remaining available Equity Shares, if any, shall be allotted on a proportionate basis, in accordance with the SEBI ICDR Regulations.	The allotment to each individual investors (who applies for minimum application size) shall not be less than the minimum Bid Lot, subject to availability of Equity Shares in the individual investors (who applies for minimum application size) Portion and the remaining available Equity Shares if any, shall be allotted on a proportionate basis.
Mode of Bid	Only through the ASBA process.	Only through the ASBA process (excluding UPI Mechanism) (except in case of Anchor Investors).	Through ASBA Process through banks or by using UPI Mechanism for payment to the extent of Bids up to Rs. 5,00,000.	Through ASBA Process through banks or by using UPI Mechanism for payment.
Mode of Allotment	Compulsorily in dematerialized form			
Minimum Bid Size	1,18,400 Equity Shares	Such number of Equity Shares and in multiples of 1,600 Equity Shares so that the Bid Amount exceeds ₹ 2,00,000	Such number of Equity shares in multiple of 1,600 Equity shares so that Bid size exceeds two lots as well as ₹ 2,00,000.	3,200 Equity Shares i.e. equivalent to Two lots with minimum application size of above ₹ 2,00,000
Maximum Bid Size	1,18,400 Equity Shares	Such number of Equity Shares in multiples of 1,600 Equity Shares not exceeding the size of the Net Issue, subject to applicable limits	Such number of Equity Shares in multiples of 1,600 Equity Shares not exceeding the size of the issue (excluding the QIB portion), subject to limits as applicable to the Bidder	
Trading Lot	1,600 Equity Shares, however, the Market Maker may accept odd lots if any in the market as required under the SEBI ICDR Regulations	1,600 Equity Shares and in multiples thereof	1,600 Equity Shares and in multiples thereof	1,600 Equity Shares and in multiples thereof
Terms of Payment	In case of Anchor Investors: Full Bid Amount shall be payable by the Anchor Investors at the time of submission of their Bids ⁽⁴⁾ In case of all other bidders: Full Bid Amount shall be blocked by the SCSBs in the bank account of the ASBA Bidder (other than Anchor Investors) or by the Sponsor Bank through the UPI Mechanism, that is specified in the ASBA Form at the time of submission of the ASBA Form.			
Mode of Bid	Only through the ASBA process (except for Anchor Investors)			

⁽¹⁾ This Issue is being made in terms of Chapter IX of the SEBI (ICDR) Regulations, 2018, as amended from time to time. For further details, please refer to "Issue Structure" on page 332 of this Red Herring Prospectus.

⁽²⁾ In terms of Rule 19(2) of the SCRR read with Regulation 252 of the SEBI (ICDR) Regulations, 2018 this is an Issue for at least 25% of the post issue paid-up Equity share capital of the Company. This Issue is being made through Book Building Process, wherein allocation to the public shall be as per Regulation 252 of the SEBI (ICDR) Regulations, 2018.

⁽³⁾ Subject to valid Bids being received at or above the Issue Price, undersubscription, if any, in any category, except in the QIB Portion, would be allowed to be met with spill-over from any other category or combination of categories of Bidders at the discretion of our Company in consultation with the Book Running Lead Manager and the Designated Stock Exchange, subject to applicable laws.

⁽⁴⁾ Full Bid Amount shall be payable by the Anchor Investors at the time of submission of the Anchor Investor Application Forms provided that any difference between the Anchor Investor Allocation Price and the Anchor Investor Issue Price shall be payable by the Anchor Investor Pay-In Date as indicated in the CAN.



To,
The Board of Directors
JAY AMBE SUPERMARKETS LIMITED

100% BOOK BUILT ISSUE
ISIN : INE1DRH01011

**Bid cum
Application
Form No.**

MEMBERS OF THE SYNDICATE STAMP & CODE	SUB-SYNDICATE MEMBER/ REGISTERED BROKER SCSB/CDP/RTA STAMP & CODE	1. NAME & CONTACT DETAILS OF SOLE / FIRST BIDDER Mr. /Ms./M/s. <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> Address _____ _____ _____ Email _____ Tel. No. (with STD code) / Mobile <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>																																																																					
SUB-BROKER'S / SUB-AGENT'S STAMP & CODE	SCSB BRANCH STAMP & CODE	2. PAN OF SOLE / FIRST BIDDER <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>																																																																					
BANK BRANCH SERIAL NO.	SCSB SERIAL NO.	3. BIDDER'S DEPOSITORY ACCOUNT DETAILS <input type="checkbox"/> NSDL <input type="checkbox"/> CDSL For NSDL enter 8 digit DP ID followed by 8 digit Client ID / For CDSL enter 16 digit Client ID																																																																					

PLEASE CHANGE MY BID

4. FROM (AS PER LAST BID OR REVISION)																			
Bid Options	No. of Equity Shares Bid (In Figures) (Bids must be in multiples of 2,000 Equity Shares)									Price per Equity Share (₹) (Price in multiples of ₹ 1/- only)									
										(In Figures Only)									(Please ✓ tick)
	8	7	6	5	4	3	2	1	Bid Price			Discount			Net Price				
										3	2	1	3	2	1	3	2	1	
Option 1																			<input type="checkbox"/>
(OR) Option 2																			<input type="checkbox"/>
(OR) Option 3																			<input type="checkbox"/>

5. TO (REVISED BID)																		
Bid Options	No. of Equity Shares Bid (In Figures) (Bids must be in multiples of 2,000 Equity Shares)								Price per Equity Share (₹) (Price in multiples of ₹ 1/- only)								(Please ✓ tick)	
									(In Figures Only)									
	8	7	6	5	4	3	2	1	Bid Price			Discount			Net Price			
Option 1																		<input type="checkbox"/>
(OR) Option 2																		<input type="checkbox"/>
(OR) Option 3																		<input type="checkbox"/>

Please note that applications must be made in minimum of 3,200 Equity Shares and further multiples of 1,600 Equity Shares accordingly.

6. PAYMENT DETAILS [IN CAPITAL LETTERS]	PAYMENT OPTION : FULL PAYMENT <input checked="" type="checkbox"/>
Amount Blocked (₹ in figures) <table border="1" style="display: inline-table; width: 150px; height: 20px; vertical-align: middle;"></table>	(₹ in words) _____
ASBA Bank A/c No. <table border="1" style="display: inline-table; width: 100%; height: 20px;"></table>	
Bank Name & Branch _____	
OR	
UPI ID (Maximum 45 characters) <table border="1" style="display: inline-table; width: 100%; height: 20px;"></table>	

I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THIS BID REVISION FORM, THE ATTACHED ABRIDGED PROSPECTUS AND THE GENERAL INFORMATION DOCUMENT FOR INVESTING IN PUBLIC ISSUES ("GID") AND HEREBY AGREE AND CONFIRM THE 'BIDDER'S UNDERTAKING' AS GIVEN ALONG WITH THE BID CUM APPLICATION FORM. I/WE (ON BEHALF OF JOINT BIDDERS, IF ANY) HEREBY CONFIRM THAT I/WE HAVE READ THE INSTRUCTIONS FOR FILLING UP THE BID REVISION FORM GIVEN OVERLEAF.					
7A. SIGNATURE OF SOLE/ FIRST BIDDER		7B. SIGNATURE OF ASBA BANK ACCOUNT HOLDER(s) (AS PER BANK RECORDS)		MEMBERS OF THE SYNDICATE / SUB- SYNDICATE MEMBER / REGISTERED BROKER / SCSB / CDP / RTA / AGENT STAMP (Acknowledging upload of Bid in Stock Exchange system)	
		I/We authorise the SCSB to do all acts as are necessary to make the application in the Issue.			
		1) _____			
		2) _____			
		3) _____			
Date : _____, 2025					

TEAR HERE



**JAY AMBE SUPERMARKETS
LIMITED**

**BID REVISION FORM -
INITIAL PUBLIC ISSUE - NR**

**Acknowledgement Slip for
Members of the Syndicate / Sub-Syndicate
Member / Registered Broker / SCSB /
CDP / RTA / Agent**

**Bid cum
Application
Form No.**

[illegible]

TEAR HERE

JAY AMBE SUPERMARKETS - BID REVISION FORM - INITIAL PUBLIC ISSUE - NR		Option 1	Option 2	Option 3	YEAR HERE _____	Name of Sole / First Bidder
	No. of Equity Shares				Stamp & Signature of Members of the Syndicate / Sub-Syndicate Member / Registered Broker / SCSB / CDP / RTA / Agent	
	Bid Price (₹)					
	Additional Amount Blocked (₹ in figures)					
	ASBA Bank A/c No./UPIID _____ Bank Name & Branch _____					
						Acknowledgement Slip for Bidder
						Bid cum Application Form No.