

This is an advertisement issued, pursuant to Regulation 30(1) of the SEBI (Issue and Listing of Non-Convertible Securities) Regulations, 2021, as amended, for information purposes only.



SMC GLOBAL SECURITIES LIMITED

Our Company was incorporated in New Delhi on December 19, 1994, under the Companies Act, 1956, as amended (the "Companies Act"), as "SMC Global Securities Limited", a public limited company, pursuant to a Certificate of Incorporation issued by the Registrar of Companies, National Capital Territory Delhi and Haryana. Our Company received a certificate of commencement of business on January 2, 1995. For further details, see "General Information" on page 53 of the Prospectus.

Corporate Identity Number: L74899DL1994PLC063609; PAN: AAACS0581R

Registered Office and Corporate Office: 11/6B, Shanti Chamber, Pusa Road, New Delhi -110 005, India; Tel: +91-11-3011 1000, 4075 3333; Website: www.smcindiaonline.com; Email: smcncd@smcindiaonline.com
Company Secretary and Compliance Officer: Suman Kumar; Tel: +91-11-3011 1000; Email: sumankumar@smcindiaonline.com | Chief Financial Officer: Vinod Kumar Jamar; Tel: +91-11-3011 1000; Email: vinodjamar@smcindiaonline.com
Link to download Abridged Prospectus: <https://smcindiaonline.com/index.php/investors/>

THE ISSUE

PUBLIC ISSUE BY OUR COMPANY OF SECURED, RATED, LISTED, REDEEMABLE, NON-CONVERTIBLE DEBENTURES OF FACE VALUE OF ₹1,000 EACH ("NCDs") FOR AN AMOUNT UP TO ₹7,500 LAKHS ("BASE ISSUE SIZE") WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹7,500 LAKHS ("GREEN SHOE OPTION"), AGGREGATING UP TO 15,00,000 NCDs FOR AN AGGREGATE AMOUNT OF UP TO ₹15,000 LAKHS ("ISSUE SIZE" OR "ISSUE LIMIT") (HEREINAFTER REFERRED TO AS THE "ISSUE") THROUGH THE PROSPECTUS (THE "ISSUE DOCUMENT").

THIS ISSUE IS BEING MADE PURSUANT TO THE PROVISIONS OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE AND LISTING OF NON - CONVERTIBLE SECURITIES) REGULATIONS, 2021, AS AMENDED (THE "SEBI NCS REGULATIONS"), THE COMPANIES ACT, 2013 AND RULES MADE THEREUNDER, AS AMENDED (THE "COMPANIES ACT, 2013") AND SEBI MASTER CIRCULAR BEARING NO. SEBI/HO/DDHS/POD1/P/CIR/2024/54 DATED MAY 22, 2024 ("SEBI MASTER CIRCULAR"), AS AMENDED. THE ISSUE IS NOT UNDERWRITTEN.

OUR PROMOTERS

Our Promoters are: (i) Subhash Chand Aggarwal; (ii) Mahesh C Gupta; (iii) Sushma Gupta; and (iv) Damodar Krishan Aggarwal, Email: smcncd@smcindiaonline.com; Tel: +91-11-30111 000. For further details, see "Our Promoter" on page 174 of the Prospectus.

Credit Rating: "CRISIL A/Stable" (pronounced as CRISIL A rating with Stable outlook) by CRISIL Ratings Limited and "[ICRA] (A Stable)" (pronounced as ICRA A rating with a stable outlook by ICRA Limited

ISSUE PROGRAMME*

ISSUE OPENS ON: FRIDAY, JULY 19, 2024
ISSUE CLOSURES ON: THURSDAY, AUGUST 01, 2024

*This Issue shall remain open for subscription on Working Days from 10:00 a.m. to 5:00 p.m. (Indian Standard Time) during the period indicated above, except that this Issue may close on such earlier date or extended date (subject to a minimum period of three Working Days and a maximum period of ten Working Days from the date of opening of the Issue and subject to not exceeding thirty days from filing the Prospectus with ROC) as may be decided by the Board of Directors of our Company or the Non-Convertible Debentures Committee subject to compliance with Regulation 33A of the SEBI NCS Regulations. In the event of an early closure or extension of this Issue our Company shall ensure that notice of the same is provided to the prospective investors through an advertisement in all the newspapers in which pre-issue advertisement for opening of this Issue has been given on or before such earlier or initial date of Issue closure. Application Forms for the Issue will be accepted only from 10:00 a.m. to 5:00 p.m. (Indian Standard Time) or such extended time as may be permitted by the Stock Exchanges, on Working Days during the Issue Period. On the Issue Closing Date, the Application Forms will be accepted only between 10:00 a.m. and 3:00 p.m. (Indian Standard Time) and uploaded until 5:00 p.m. or such extended time as may be permitted by the Stock Exchanges. Further, pending mandate requests for bids placed on the last day of bidding will be validated by 5:00 p.m. (Indian Standard Time) on one Working Day after the Issue Closing Date. For further details please refer to the chapter titled "Issue Related Information" on page 200 of the Prospectus.

THE FOLLOWING IS THE SUMMARY OF TERMS OF THE NCDs TO BE ISSUED PURSUANT TO THE PROSPECTUS:

Series	I	II	III	IV	V	VI
Nature	Secured	Secured	Secured	Secured	Secured	Secured
Frequency of Interest Payment	Annual	Cumulative	Annual	Cumulative	Monthly	Annual
Minimum Application	₹ 10,000 (10 NCDs) across all Series					
Face Value/ Issue Price	₹ 1,000					
In Multiples of thereafter (₹)	₹ 1,000 (1 NCD)					
Tenor (Months)	24	24	36	36	60	60
Coupon (% per annum) for NCD Holders in Category I, II, III & IV	10.00	NA	10.20	NA	9.94	10.40
Coupon Type	Fixed					
Effective Yield (% per annum) for NCD Holders in Category I, II, III & IV	10.00	10.00	10.20	10.20	10.40	10.40
Mode of Interest Payment	Through various available modes					
Redemption Amount (₹/ NCD) on Maturity for NCD Holders in Category I, II, III & IV	₹ 1,000	₹ 1,210	₹ 1,000	₹ 1,338.27	₹ 1,000	₹ 1,000
Deemed Date of Allotment	The date on which the Board or a duly authorised committee approves the Allotment of NCDs. All benefits to the NCDs including interest on the NCDs shall be available to the investors from the Deemed Date of Allotment. The actual Allotment of NCDs may take place on a date other than the Deemed Date of Allotment.					
Put and Call Option	NA					

(*) Our Company would allot Series III NCDs to all valid applications, wherein the applicants have not indicated their choice of the relevant series of the NCDs.

Notes:

- With respect to Series where interest is to be paid on an annual basis, relevant interest will be paid on each anniversary of the Deemed Date of Allotment on the face value of the NCDs. The last interest payment under annual Series will be made at the time of redemption of the NCDs.
- With respect to Series where interest is to be paid on monthly basis, relevant interest will be paid on the last date of every month on the face value of the NCDs. The last interest payment under monthly Series will be made at the time of redemption of the NCDs. For the first interest payment for NCDs under the monthly options, interest from the Deemed Date of Allotment till the last day of the subsequent month will be clubbed and paid on the last day of that subsequent month.
- Subject to applicable tax deducted at source, if any.

ASBA*

Simple, Safe, Smart way of Application!!!

Mandatory in public issues. No cheque will be accepted.

*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, check section on ASBA below.



UPI-Now available in ASBA for Retail Individual Investors ("RII"). Bidders are required to ensure that the bank account used for bidding is linked to their PAN.

UPI is now available in ASBA for Retail Individual Bidders submitting bids up to application value of ₹5,00,000, applying through Designated Intermediaries, SCSBs or through the BSE Direct App/ NSE goBid/ Web interface of stock exchanges or any other permitted methods. For details on the ASBA and UPI process, refer to the details given in the Application Form and also refer to the section "Issue Procedure" on page 230 of the Prospectus. List of banks supporting UPI is also available on the websites of SEBI at www.sebi.gov.in. HDFC Bank Limited has been appointed as Sponsor Bank for the Issue, in accordance with the requirements of the SEBI Operational Circular dated August 10, 2021, as amended on UPI mechanism.

NCDs ALLOTMENT WILL BE MADE IN DEMATERIALIZED FORM ONLY. ALLOTMENT IN CONSULTATION WITH THE LEAD MANAGER AND THE DESIGNATED STOCK EXCHANGE SHALL BE MADE ON THE BASIS OF DATE OF UPLOAD OF EACH APPLICATION INTO THE ELECTRONIC PLATFORM OF THE STOCK EXCHANGES, IN EACH PORTION SUBJECT TO ALLOCATION RATIO, HOWEVER FROM THE DATE OF OVER SUBSCRIPTION AND THEREAFTER, THE ALLOTMENTS WILL BE MADE TO THE APPLICANTS ON PROPORTIONATE BASIS. FOR FURTHER DETAILS REFER SECTION TITLED "ISSUE RELATED INFORMATION" ON PAGE 200 OF THE PROSPECTUS.

Information required under Section 30 of the Companies Act, 2013

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For more information on main objects of the Company, see "History and certain corporate matters" on page 154 of the Prospectus and Clause III of the Memorandum of Association of the Company. The Memorandum of Association is a document for inspection in relations to the Issue. For further details see section titled "Material Contract and Documents for Inspection" on page 333 of the Prospectus.

LIABILITY OF MEMBERS: Limited by Shares.

AMOUNT OF SHARE CAPITAL AND CAPITAL STRUCTURE AS AT MARCH 31, 2024: The Authorized Share Capital of the Company is ₹ 95,51,00,000/- divided into 47,75,50,000 Equity Shares of face value of ₹2/- each. The issued, subscribed and paid up share capital of the company is ₹ 20,94,00,000/- divided into 10,47,00,000 Equity Shares of face value of ₹2/- each. For more information on the share capital of the Company, please refer, "Capital Structure" on page 62 of the Prospectus.

NAMES OF THE SIGNATORIES AT THE TIME OF SIGNING OF MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF SHARES SUBSCRIBED FOR BY THEM: Mahesh C Gupta, Subhash Chand Aggarwal, Dinesh Chand Gupta, Om Kishan Gupta, Damodar Krishan Aggarwal, Sushma Gupta, Ashok K. Aggarwal were allotted 100 Equity Shares each aggregating to 700 Equity Shares.

LISTING: The NCDs offered through the Prospectus are proposed to be listed on BSE Limited ("BSE"). Our Company has received an 'in-principle' approval from BSE by way of its letter bearing reference DCS/BM/PI-BOND/10/24-25 dated July 08, 2024. For the purposes of this Issue, BSE shall be the Designated Stock Exchange.

DISCLAIMER CLAUSE OF BSE: "It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Draft Offer Document has been cleared or approved by BSE Limited nor does it certify the correctness or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Draft Offer Document/ Offer Document for the full text of the Disclaimer Clause of BSE Limited".

DISCLAIMER CLAUSE OF USE OF BSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by BSE to use their network and software of the Online system should not in any way be deemed or construed as that the compliance with various statutory requirements approved by BSE; nor does it in manner warrants, certify, or endorse the correctness or completeness of an of the compliance with the statutory and other requirements nor does it take any responsibility for the financial or other soundness of this Company, or its promoters, its management or any scheme or project of the Company.

DISCLAIMER CLAUSE OF USE OF NSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by NSE to use their infrastructure should not in any way be deemed or construed that the compliance with various statutory and other requirement approved by SMC Global Securities Limited, the Lead Manager, etc are cleared or approved by NSE; nor does it in any manner warrants, certify, or endorse the correctness or completeness of any of the compliance with the statutory and other requirements nor does it take any responsibility for the financial or other soundness of this Issue, or its promoters, its management or any scheme or project of the Issuer.

CREDIT RATING: The NCDs proposed to be issued pursuant to this Issue have been rated A/ Stable by CRISIL Ratings Limited for an amount of up to ₹17,500 Lakhs by way of its letter dated November 24, 2023, (and revalidation letter dated May 21, 2024), and rated A Stable by ICRA Limited for an amount of up to ₹40,000 lakhs by way of its letter dated July 24, 2023 (and revalidation letter dated June 12, 2024). Ratings issued by CRISIL Ratings Limited and ICRA Limited are valid as on the date of the Prospectus and will continue to be valid for the life of the instrument unless withdrawn or reviewed. Instruments with this rating are considered to have an adequate degree of safety regarding timely servicing of financial obligations. Such instruments carry low credit risk. The rating provided by CRISIL Ratings Limited and ICRA Limited may be suspended, withdrawn or revised at any time by the assigning rating agency and should be evaluated independently of any other rating agency. These ratings are not a recommendation to buy, sell or hold securities and investors should take their own decisions. For the rationale, revalidated letters and press release for these ratings, see "Annexure B-1" and "Annexure B-2" of the Prospectus, on page 660 and 686 respectively of the Prospectus.

Disclaimer clause of CRISIL Ratings Limited: CRISIL Ratings Limited (CRISIL Ratings) has taken due care and caution in preparing the Material based on the information provided by its client and / or obtained by CRISIL Ratings from sources which it considers reliable (Information). A rating by CRISIL Ratings reflects its current opinion on the likelihood of timely payment of the obligations under the rated instrument and does not constitute an audit of the rated entity by CRISIL Ratings. CRISIL Ratings does not guarantee the completeness or accuracy of the information on which the rating is based. A rating by CRISIL Ratings is not a recommendation to buy, sell, or hold the rated instrument; it does not comment on the market price or suitability for a particular investor. The Rating is not a recommendation to invest / disinvest in any entity covered in the Material and no part of the Material should be construed as an expert advice or investment advice or any form of investment banking within the meaning of any law or regulation. CRISIL Ratings especially states that it has no liability whatsoever to the subscribers/ users/ transmitters/ distributors of the Material. Without limiting the generality of the foregoing, nothing in the Material is to be construed as CRISIL Ratings providing or intending to provide any services in jurisdictions where CRISIL Ratings does not have the necessary permission and/or registration to carry out its business activities in this regard. SMC Global Securities Limited will be responsible for ensuring compliances and consequences of non-compliances for use of the Material or part thereof outside India. Current rating status and CRISIL Ratings' rating criteria are available without charge to the public on the website, www.crisilratings.com. For the latest rating information on any instrument of any company rated by CRISIL Ratings, please contact Customer Service Helpdesk at 1800-267-1301.

Disclaimer clause of ICRA Ratings Limited: All information contained in the Press Release dated July 24, 2023, has been obtained by ICRA from sources believed by ICRA to be accurate and reliable. Although reasonable care has been taken to ensure that the information therein is true, such information is provided 'as is' without any warranty of any kind, and in particular, makes no representation or warranty, express or implied, as to the accuracy, timeliness or completeness of any such information. All information contained therein must be construed solely as statements of opinion and not any recommendation for investment. ICRA shall not be liable for any losses incurred by users from any use of the Press Release or its contents. Also, ICRA may provide other permissible services to the Company on an arms-length basis.

GENERAK RISKS: Investment in non-convertible securities is risky and investors should not invest any funds in such securities unless they can afford to take the risk attached to such investments. Investors are advised to take an informed decision and to read the risk factors carefully before investing in this offering. For taking an investment decision, investors must rely on their examination of the issue including the risks involved in it. Specific attention of investors is invited to statement of risk factors contained under "Risk Factors" and "Material Developments" on page 19 and 199 respectively of the Prospectus. These risks are not, and are not intended to be, a complete list of all risks and considerations relevant to the non-convertible securities or investor's decision to purchase such securities. The Prospectus has not been and will not be approved by any regulatory authority in India, including the Securities and Exchange Board of India ("SEBI"), the Reserve Bank of India ("RBI"), Registrar of Companies ("RoC") or any stock exchange in India nor do they guarantee the accuracy or adequacy of this document.

AVAILABILITY OF APPLICATION FORM: Application Forms can be obtained from: SMC Global Securities Limited, Tel: +91-11-3011 1000, 4075 3333; Lead Manager Corporate Professionals Capital Private Limited, Tel: +91 011 4062 2230/ 209/ 251; and offices of Consortium Members, Trading Members, Designated Intermediary(ies) and Designated Branches of the SCSBs. Electronic Application Forms will be available on the websites of the SCSBs that permit submission of ASBA Application electronically. Application Forms may be downloaded from the websites of the Stock Exchanges ("BSE" and "NSE"), Lead Manager and Consortium Members. Additionally, UPI Investor making an application in the Issue can also make bid through online (app / web) interface/ platform of the BSE i.e. "BSE Direct" or NSE i.e. "NSE goBid". Further, BSE Direct platform can be accessed at <https://www.bseindia.com> or can be accessed through mobile app and NSE goBid can be accessed at <https://eipo.nseindia.com>. Further, Application Forms will also be provided to Designated Intermediaries at their request.

AVAILABILITY OF PROSPECTUS: Investors are advised to refer to the Prospectus and the "Risk Factors" on page 19 of the Prospectus, before applying in the Issue. Physical copies of the Prospectus can be obtained from the Company's Registered Office, offices of Lead Manager to the Issue, offices of Consortium Members, Registrar to the Issue, and Designated Branches of the SCSBs. Full copy of the Prospectus is available on the websites of the Issuer at www.smcindiaonline.com, of the Lead Manager at www.corporateprofessionals.com, of BSE at www.bseindia.com, respectively and on the website of SEBI at www.sebi.gov.in.

PUBLIC ISSUE ACCOUNT BANK/ SPONSOR BANK/ REFUND BANK: HDFC Bank Limited

CONSORTIUM MEMBERS: Corporate Professionals Capital Private Limited, Globe Capital Private Limited and Moneywise Finvest Limited.

Note: Capitalized Terms not defined herein shall have the same meaning assigned to them in the Prospectus.

For further details, please refer Prospectus dated July 11, 2024.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	CREDIT RATING AGENCIES	DEBENTURE TRUSTEE	STATUTORY AUDITORS	
Corporate Professionals Corporate Professionals Capital Private Limited D-28, South Extension, Part I New Delhi -110 049, India Tel: +91 011 4062 2230/ 209/ 251 E-mail: mb@indiacp.com Investor Grievance ID: smc.ncd@indiacp.com Website: www.corporateprofessionals.com Contact Person: Anjali Aggarwal SEBI Registration No.: INM000011435 CIN: U74899DL2000PTC104508	LINKIntime Link Intime India Private Limited C 101, 247 Park, L. B. S Marg, Vikhroli West, Mumbai 400 083 Tel: +91 810 811 4949; Website: www.linkintime.co.in E-mail: smcglobal.ncd2024@linkintime.co.in Investor Grievance Email: smcglobal.ncd2024@linkintime.co.in Contact Person: Shanti Gopalkrishnan URL (SEBI): https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&inIid=10 SEBI Registration No.: INR000004058 CIN: U67190MH1999PTC118368	CRISIL Ratings CRISIL Ratings Limited CRISIL House, Central Avenue, Hiranandani Business Park, Powai, Mumbai 400 076 Tel: +91-22-3342 3000 Fax: +91-22-4040 5800 Contact Person: Ajit Velonie Email ID: crisilratingsdesk@crisil.com Website: www.crisilratings.com SEBI Registration No.: INCRA0011999	ICRA ICRA Limited Electric Mansion, 3rd floor, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025 Tel: +91-22- 6114 3406 Contact Person: L. Shivkumar Email ID: shivakumar@icraindia.com Website: www.icra.in SEBI Registration No.: INCRA/008/15	IDBI trustee IDBI Trusteeship Services Ltd IDBI Trusteeship Services Limited Universal Building, Sir PM Road, Fort, Mumbai - 400 001 Tel: 022 4080 7000; Fax: 022 6631 1776 Email: its@idbitrustee.com Investor Grievance Email: response@idbitrustee.com Website: www.idbitrustee.com Contact Person: Chaitanya Godbole SEBI Registration No.: IND000000460	M/s. P.C. Bindal & Co. 101, Sita Ram Mansion, 718/21, Joshi Road, Karol Bagh, New Delhi - 110005 Tel: 45073430 / 31 Form registration no.: 003824N Email: pcbindalco@gmail.com , kcgupta@pcbc.in Peer review certificate no.: 013347 Contact Person: K C Gupta
COMPANY SECRETARY AND COMPLIANCE OFFICER Suman Kumar Address: 11/6B, Shanti Chamber, Pusa Road, New Delhi -110 005, India Tel: +91-11-3011 1000; Website: www.smcindiaonline.com ; Email: sumankumar@smcindiaonline.com		Investor may contact the Registrar to the Issue or the Company Secretary and Compliance Officer in case of any pre-issue or post-issue related issues such as non-receipt of Allotment advice, demat credit, refund orders, non-receipt of debentures certificates (in case of NCDs which have been re-materialised), transfers or interest on application money, etc. as the case may be			

DISCLAIMER: SMC Global Securities Limited ("Company"), subject to market conditions and other considerations, is proposing a public issue of secured, rated, listed, redeemable non-convertible debentures ("NCDs") and has filed a prospectus dated July 11, 2024 ("Prospectus") with the Registrar of Companies, NCT of Delhi & Haryana at Delhi ("RoC"), BSE Limited ("BSE"), National Stock Exchange of India Limited ("NSE") and Securities and Exchange Board of India ("SEBI"). The Prospectus is available on the website of the Company at: www.smcindiaonline.com, on the website of BSE at www.bseindia.com, on the website of NSE at www.nseindia.com, on the website of the Lead Manager at www.corporateprofessionals.com and on the website of SEBI at www.sebi.gov.in. Investors proposing to participate in the Issue should invest only on the basis of the information contained in the Prospectus. Investors should note that investment in the NCDs involves a high degree of risk and for details in relation to the same, refer to the Prospectus, including the section titled "Risk Factors" and "Material Developments" beginning on pages 19 and 199 respectively of the Prospectus. The Issuer and the Lead Manager accept no responsibility for statements made otherwise than in the Prospectus or in the advertisement or any other material issued by or at the instance of the Company and that anyone placing reliance on any other source of information would be doing so at their own risk.

For SMC Global Securities Limited

Date: July 17, 2024
Place: New Delhi

Sd/-
Subhash Chand Aggarwal
Chairman and Managing Director

CONCEPT