

- DIRECT / REACTIVE / ACID DYESTUFFS
- SOLVENT / INKJET DYESTUFFS
- PIGMENTS & ADDITIVES

02nd December 2024

To,
The Manager-Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai- 400 051,
Maharashtra, India

Ref: USHANTI COLOUR CHEM LIMITED
SERIES: SM

SYMBOL: UCL

SUB: DISCLOSURE UNDER REGULATION 30 - COPY OF NEWSPAPER ADVERTISEMENT
WITH RESPECT TO RIGHTS ISSUE (POST ISSUE) OF THE COMPANY.

Dear Sir,

Pursuant to Regulation 30 and Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Regulation 92 of the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended from time to time and with reference to the Rights Issue of the Company, we hereby inform that the Company has published the following Public Announcements in respect of Basis of Allotment (the "Post-Issue Advertisements") in the form of Newspaper Publications which were published on 2nd December 2024 in the following newspapers:

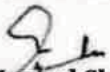
- Financial Express (English national daily newspaper with wide circulation),
- Jansatta (Hindi national daily newspaper with wide circulation) and
- Financial Express Gujarati (Gujarati daily newspaper).

The copies of Newspaper Publications are enclosed herewith.

You are requested to kindly take the note of the above and display the same on the notice of the exchange.

Thanking you,

For Ushanti Colour Chem Limited


Maunil Shantilal Gandhi
Joint Managing Director
DIN: 00118559



Encl: A/a

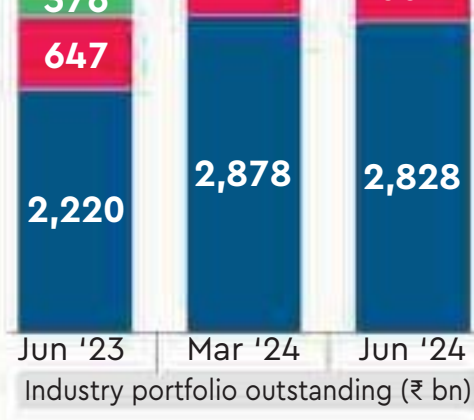


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CIN No. L24231GJ1993PLC019444



Source: Citi research, CRIF

As a result of which the stress in the sector has been building up. Industry estimates suggest that if all unsecured exposure is included, the percentage of AUM/borrowers with an indebtedness of over ₹2 lakh would be even more than 7%.

The portfolio- at- risk or PAR levels for this cohort of customers is believed to be high. Again, at the end of June, 2024, about 14% of borrowers was estimated to be exposed to three or more lenders while 6% of borrow-

tomers got repeat loans
disbursements to new c
they observe.

Before the regulator rules, loan rates were typically over the cost-of-funds-plus-insiders argue that having the interest rates and allowing companies to set board-approved rates, the regulator should now ration the rates. "It's more price driven now. The authorities are poor to get unsecured loan rates," they added. That makes the regulator nonetheless in that interest rates are very

This document is for information purposes only and does not constitute an offer or an invitation or a recommendation to purchase, to hold or sell securities. The prospectus supplement forms part of the offer document. All capitalized terms used herein and not defined herein shall have the meaning assigned to them in the letter of offer dated October 1, 2024 ("LOF") filed with the National Stock Exchange of India Limited (NSE) (NSE - Emerge) and the Securities and Exchange Board of India ("**SEBI**").

USHANTI COLOUR CHEM LIMITED

Corporate Identification Number: L24231GJ1993PLC019444

Registered Office: 88/8 GIDC, Phase I, Vatva, Ahmedabad- 382445, Gujarat, India | **Tel. No.:** 079-23633315, | **Fax No.:** NOT Available
Contact Person: Ms. Vishakha Tanwar, **Company Secretary and Compliance Officer** | **Email:** admin@ushanti.com; | **Website:** www.ushanti.co
STERS OF OUR COMPANY MR. MAUNAL SHANTILAL GANDHI AND MR. MINKIL SHANTILAL G

OF ₹ 3,35,085 EQUITY SHARES WITH A FACE VALUE OF ₹ 10 EACH ("RIGHTS EQUITY SHARES ") OF OUR COMPANY FOR CASH AT A PRICE INCLUDING A SHARE PREMIUM OF ₹ 45 (RUPEE FORTY-FIVE ONLY) PER RIGHT EQUITY SHARE ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT OF ₹ 15,27,922.50 LACS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 05 RIGHTS EQUITY SHARES FOR EVERY 10 HOLD-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON OCTOBER 11, 2024 (THE "ISSUE DATE") AT A PRICE OF ₹ 55 PER RIGHTS EQUITY SHARE, WHICH IS 5.5 TIMES THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, SEE "TERMS OF THE OFFER" OF THE LETTER OF OFFER.

BASIS OF ALLOTMENT

of Directors of Ushanti Colour Chem Limited wishes to thank all its Equity Shareholders and investors for the response to the Company's Rights Issue which opened for subscription on **November 04, 2024** and closed on **November 25, 2024** and the last date for on-market renunciation of Rights Entitled **NR 18, 2024**.

Of the 1,174 Applications for 991,000 Rights Equity Shares, 174 Applications for 51,200 Rights Equity Shares were rejected due to technical reasons as set forth in the Letter of Offer. The total number of valid Applications received were 1,000 for 899,800 Rights Equity Shares, which was 168.16% of the number of Rights Equity Shares to be issued under the issue. In accordance with the Letter of Offer and the Basis of Allotment finalized on November 29, 2024 in consultation with the National Stock Exchange of India, the following table sets forth the details of the Applications received and the Basis of Allotment:

सके। यादव ने कहा कि अब हम दिल्ली की सड़कों पर हैं, आम आदमी पार्टी सरकार की विफलता पूरी तरह उजागर हुई है।

गृहमंत्री अमित शाह के सीधे अधीन आती है। मुझे उम्मीद थी कि मेरे मुद्दे उठाने पर अमित शाह कुछ कार्रवाई करेंगे। अमित शाह बलात्कारियों को पकड़ेंगे, गैंगस्टर को पकड़ेंगे, ठोस कदम उठाएंगे, लेकिन इसकी वजह शनिवार को ग्रेटर कैलाश में पदयात्रा में मेरे ऊपर तरल पदार्थ फेंका गया।

का भविष्य अब उपराज्यपाल द्वारा प्रस्ताव को समय पर मंजूरी दिए जाने पर निर्भर करता है। आतिशी ने पत्र

यात्रा के दौरान महिलाओं को हर दिन परेशानी झेल पड़ती थी। कई महिलाओं को सुरक्षा का खयाल था और कई महिलाओं को उत्पीड़न का खेड़खाड़ा का सामना करना पड़ा। बसों में दहशतवादी हमला हुआ तो हजारों महिलाओं को हत्या का खयाल था। हजारों से अधिक प्रहरियों की तैनाती ने इस यात्रा को बदला।

मुख्यमंत्री आतिशी ने पत्र के माध्यम से एलजी से आग्रह किया कि महिला यात्रियों की सुरक्षा सुनिश्चित करने के लिए राजधानी की बसों में इन प्रहरियों की जल्द पुनः नियुक्ति की जाए। दस हजार प्रहरियों की किस्मत और दिल्ली में महिलाओं की सुरक्षा

उन्होंने आगे पत्र में यह भी दावा किया कि दिल्ली सरकार द्वारा तैनात बस प्रहरी बदमाशों को पकड़ने और छेड़छाड़ तथा उत्पीड़न की घटनाओं को रोकने में महत्वपूर्ण भूमिका निभाते थे, लेकिन 3 अक्टूबर 2023 को उन्हें अचानक हटा दिया गया।

Total	1000	100.00%	951000	5,23,05,000	100.00%
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Intimations for Allotment/refund/rejection cases: The dispatch of Allotment Advice cum Refund Intimation to

