



LANDMARK CARS LIMITED



Our Company was originally incorporated as "Landmark Insurance Broking Private Limited" at Mumbai, Maharashtra as a private limited company under the Companies Act, 1956, pursuant to a certificate of incorporation dated February 23, 2006, issued by the Registrar of Companies, Maharashtra at Mumbai ("RoC, Mumbai"). The name of our Company was subsequently changed to "Landmark Cars Private Limited" pursuant to a fresh certificate of incorporation granted by the RoC, Mumbai on May 6, 2009. Subsequently, our Company was converted into a public limited company under the Companies Act, 2013, pursuant to the approval accorded by our Shareholders at their extra-ordinary general meeting held on November 10, 2021. Consequently, the name of our Company was changed to "Landmark Cars Limited" and a fresh certificate of incorporation consequent upon conversion from a private limited company to a public limited company was issued to our Company by the Registrar of Companies, Gujarat, Dadra & Nagar Haveli at Ahmedabad ("RoC") on December 3, 2021. For further details relating to the changes in the name of our Company and the registered office of our Company, see "History and Certain Corporate Matters" on page 221 of the red herring prospectus of the Company dated December 5, 2022 filed with the RoC ("RHP" or "Red Herring Prospectus").

Registered Office: Landmark House, Opp. AEC, S.G. Highway, Thaltej, Near Gurudwara, Ahmedabad 380 059, Gujarat, India; Telephone: +91 79 6618 5555; Corporate Office: Unit No. 201 to 203, Landmark, 2nd Floor, G. M. Bhosale Marg, Worli, Mumbai 400 018, Maharashtra, India. Contact Person: Amol Arvind Rajee, Company Secretary and Compliance Officer; Telephone: +91 22 6271 9040; E-mail: companysecretary@landmarkindia.net.

THE PROMOTER OF OUR COMPANY IS SANJAY KARSANDAS THAKKER

INITIAL PUBLIC OFFERING OF UP TO [•] EQUITY SHARES OF FACE VALUE OF ₹ 5 EACH ("EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ [•] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING UP TO ₹ 5,520.00 MILLION ("OFFER"). THE OFFER COMPRISES A FRESH ISSUE OF UP TO [•] EQUITY SHARES AGGREGATING UP TO ₹ 1,500.00 MILLION ("FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO [•] EQUITY SHARES ("OFFERED SHARES") AGGREGATING UP TO ₹ 4,020.00 MILLION, COMPRISING AS PER THE TABLE PROVIDED BELOW:

NAME OF SELLING SHAREHOLDER	TYPE	NUMBER OF SHARES OFFERED/ AMOUNT (₹ IN MILLION)
TPG GROWTH II SF PTE. LTD.	Investor Selling Shareholder	Up to [•] Equity Shares (up to ₹ 3,250.00 million)
AASTHA LIMITED	Other Selling Shareholder	Up to [•] Equity Shares (up to ₹ 620.00 million)
SANJAY KARSANDAS THAKKER HUF	Other Selling Shareholder	Up to [•] Equity Shares (up to ₹ 100.00 million)
GARIMA MISRA	Individual Selling Shareholder	Up to [•] Equity Shares (up to ₹ 50.00 million)

THIS OFFER INCLUDES A RESERVATION OF UP TO [•] EQUITY SHARES AGGREGATING UP TO ₹ 10.00 MILLION (CONSTITUTING UP TO [•] OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY) FOR SUBSCRIPTION BY ELIGIBLE EMPLOYEES (THE "EMPLOYEE RESERVATION PORTION"). THE OFFER LESS THE EMPLOYEE RESERVATION PORTION IS HERINAFTER REFERRED TO AS THE "NET OFFER". THE OFFER AND THE NET OFFER SHALL CONSTITUTE [•] AND [•], RESPECTIVELY, OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY, RESPECTIVELY.

The Offer is being made under Regulation 6(1) of SEBI ICDR Regulations.

QIB Portion: Not more than 50% of the Net Offer | Non-Institutional Portion: Not less than 15% of the Net Offer

Retail Portion: Not less than 35% of the Net Offer

Employee Reservation Portion: Upto [•] Equity Shares aggregating up to ₹ 10.00 million

Price Band: ₹ 481 To ₹ 506 per Equity Share of Face Value of ₹ 5 each. | The Floor Price is 96.20 times the Face Value of the Equity Shares and the Cap Price is 101.20 times the Face Value of the Equity Shares. | Bids can be made for a minimum of 29 Equity Shares and in multiples of 29 Equity Shares thereafter.

A Discount of ₹ 48 Per Equity Share is being offered to Eligible Employees bidding in the Employee Reservation Portion.

In accordance with the recommendation of a Committee of Independent Directors of the Company, pursuant to their resolution dated December 7, 2022, the above provided price band is justified based on quantitative factors / KPIs disclosed in 'Basis for the Offer Price' section vis-à-vis the WACA of secondary transaction(s) disclosed in 'Basis for the Offer Price' section provided below in the advertisement.

Risks to Investors:

- The Company had reported a loss after tax of ₹289.39 million in Fiscal 2020 and may incur additional losses in the future. This was due to the decrease in revenue of 21.51% and new vehicle sales by 24.36%, which were primarily attributable to the higher discounts offered to customers to sell entire stock of Bharat Emission Stage IV engine vehicles and effects from the COVID-19 pandemic.
- The Offer Price, market capitalization to revenue multiple and price to earnings ratio on the Offer Price of our Company and return on net worth may not be indicative of the market price of the Equity Shares on listing or thereafter.

Market capitalization to total income (Fiscal 2022) multiple at the upper end of Price Band (number of times)	Price to Earnings Ratio (based on Fiscal 2022 restated profit after tax for the year and on diluted EPS) at the upper end of Price Band (number of times)	Nifty Fifty P/E ratio*	Nifty Auto Index P/E ratio*	Weighted average return on networth (%)
0.67	29.00	22.47	39.03	12.51

* as on December 5, 2022

- Our return on equity ratio and return on capital employed have fluctuated in the three months ended June 30, 2022 and in Fiscal 2022, Fiscal 2021 and Fiscal 2020. In the three months ended June 30, 2022 and in Fiscal 2022, Fiscal 2021 and Fiscal 2020, our ROE was 6.72%, 26.66%, 6.11% and (17.03%), respectively, and our ROCE was 3.67%, 18.86%, 8.59% and 1.07%, respectively. We may not be able to maintain higher ROE and ROCE in the future.
- The Company is subject to the significant influence of, and restrictions imposed by OEMs pursuant to the terms of our dealership or agency agreements. Our dealership agreements with Honda, Volkswagen, Jeep, Renault and Ashok Leyland and our agency agreement with Mercedes-Benz will expire within the next three years. Their contribution to the total Revenue from sale of cars during the three months ended June 30, 2022 and Fiscal 2022 was 77.77% and 77.40%, respectively. We may not be able to renew these agreements on attractive terms or at all which may significantly impact our revenues.

- Geographical Concentration Risk: Our business operations are concentrated in the states of Gujarat and Maharashtra. In the three months ended June 30, 2022 and in Fiscal 2022, Fiscal 2021 and Fiscal 2020, 50.32%, 50.64%, 52.41% and 52.25% of our number of new vehicles sold and 49.41%, 48.77%, 50.77% and 47.87% of our total consolidated revenue from sale of cars was derived from dealership operations in Gujarat and 22.59%, 24.50%, 24.61% and 23.60% of our vehicle sales and 20.88%, 25.54%, 23.47% and 25.12% of our total consolidated revenue was derived from dealership operations in Maharashtra.

- Competition Risk: Most of our dealership agreements do not grant us the exclusive right to sell vehicles manufactured by the OEMs within a given geographic area. We may not be able to expand into new territories where other dealers have exclusive dealerships.

- The weighted average cost of acquisition of all Equity Shares transacted in the three years preceding the date of the Red Herring Prospectus is as follows:

Past transactions	Weighted average cost of acquisition per Equity Share (in ₹)	Lower End of the "Price Band" with "Floor Price" (₹ 481) is 'X' times the Weighted average cost of acquisition	Upper End of the "Price Band" with "Cap Price" (₹ 506) is 'X' times the Weighted average cost of acquisition
Last 3 years	149.85 [^]	3.21	3.38

[^] The weighted average cost of acquisition has been calculated in the table above after giving effect to the sub-division of the face value of the equity shares of the Company from ₹ 10 each to ₹ 5 each.

- Average cost of acquisition of Equity Shares held by the Selling Shareholders ranges from ₹ 3.30 to ₹ 137.42 per Equity Share and Offer Price at upper end of the Price Band is ₹ 506 per Equity Share.

- The weighted average cost of acquisition of all Equity Shares transacted in the three years preceding the date of the Red Herring Prospectus is as follows:

Past transactions	Weighted average cost of acquisition per Equity Share (in ₹)	Lower End of the "Price Band" with "Floor Price" (₹ 481) is 'X' times the Weighted average cost of acquisition	Upper End of the "Price Band" with "Cap Price" (₹ 506) is 'X' times the Weighted average cost of acquisition
TPG GROWTH II SF PTE. LTD.	137.42	3.50	3.68
AASTHA LIMITED	9.36	51.39	54.06
SANJAY KARSANDAS THAKKER HUF	3.30	145.76	153.33
GARIMA MISRA	3.30	145.76	153.33

- The two BRLMs associated with the Offer have handled 69 public issues in the past three years, out of which 24 issues closed below the Offer Price on listing date.

Name of BRLMs	Total Issues	Issues closed below IPO Price on listing date
Axis Capital Limited*	22	6
ICICI Securities Limited*	24	5
Common issues of above BRLMs	23	13
Total	69	24

*Issues handled where there were no common BRLMs

BID / OFFER PROGRAMME

BID/OFFER OPENS ON TUESDAY, DECEMBER 13, 2022

BID/OFFER CLOSING ON THURSDAY, DECEMBER 15, 2022[#]

[#]UPI mandate end time shall be 5:00 pm on the Bid/Offer Closing Date.

THE EQUITY SHARES OF OUR COMPANY WILL GET LISTED ON MAIN BOARD PLATFORM OF BSE AND NSE

ASBA* | Simple, Safe, Smart way of Application!!!

*Applications Supported by Blocked Amount ("ASBA") is a better way of applying to offers by simply blocking the fund in the bank account. For further details, check section on ASBA below. **Mandatory in public issues. No cheque will be accepted.**



UPI-Now available in ASBA for UPI Bidders applying through Registered Brokers, DPs and RTAs.

Retail Individual Investors also have the option to submit the application directly to the ASBA Bank (SCSBs) or to use the facility of linked online trading, demat and bank account. Investors are required to ensure that the bank account used for bidding is linked to their PAN. Bidders must ensure that their PAN is linked with Aadhaar and are in compliance with CDBT notification dated February 13, 2020 and press release dated June 25, 2021

ASBA has to be availed by all the investors except Anchor Investors. UPI may be availed by (i) Retail Individual Investors in the Retail Portion and (ii) Non-Institutional Investors with an application size of up to ₹ 500,000 in the Non-Institutional Portion (collectively, "UPI Bidders"). For details on the ASBA and UPI process, please refer to the details given in ASBA form and abridged prospectus and also please refer to the section "Offer Procedure" on page 425 of the RHP. The process is also available on the website of Association of Investment Bankers of India ("AIBI") and Stock Exchanges and in the General Information Document. ASBA bid-cum-application forms and the Abridged Prospectus can be downloaded from the websites of BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE"), and together with BSE, the "Stock Exchanges" and can be obtained from the list of banks that is displayed on the website of SEBI at www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFP=yes&intmid=35 and <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFP=yes&intmid=43>, respectively as updated from time to time. For the list of UPI apps and banks live on IPO, please refer to the link: www.sebi.gov.in. UPI Bidders Bidding using the UPI Mechanism may apply through the SCSBs and mobile applications whose names appear on the website of SEBI, as updated from time to time. Axis Bank Limited has been appointed as the Sponsor Banks for the Offer, in accordance with the requirements of SEBI circular dated November 1, 2018 as amended. For Offer related queries, please contact the Book Running Lead Managers ("BRLMs") on their respective email IDs as mentioned below. For UPI related queries, investors can contact NPCI at the toll free number: 18001201740 and mail id: ipo.upi@npci.org.in.

In case of any revision in the Price Band, the Bid/Offer Period will be extended by at least three additional Working Days after such revision in the Price Band, subject to the Bid/Offer Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Company and the Selling Shareholders may, for reasons to be recorded in writing, extend the Bid/Offer Period for a minimum of three Working Days, subject to the Bid/Offer Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/Offer Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges, by issuing a press release, and also by indicating the change on the respective websites of the BRLMs and at the terminals of the members of the Syndicate and by intimation to Designated Intermediaries and the Sponsor Banks, as applicable.

This Offer is being made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("SCRR") read with Regulation 31 of the SEBI ICDR Regulations and in compliance with Regulation 6(1) of the SEBI ICDR Regulations wherein not more than 50% of the Net Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the "QIB Portion"). Our Company and the Selling Shareholders in consultation with the BRLMs have allocated up to 60% of the QIB Portion to Anchor Investors on a discretionary basis ("Anchor Investor Portion"). One-third of the Anchor Investor Portion was reserved for domestic Mutual Funds, subject to valid Bids being received from the domestic Mutual Funds at or above the Anchor Investor Allocation Price in accordance with the SEBI ICDR Regulations. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares is required to be added to the QIB Portion (other than the Anchor Investor Portion) (the "Net QIB Portion"). Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders, including Mutual Funds, subject to valid Bids being received at or above the Offer Price. However, if the aggregate demand from Mutual Funds is less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion will be added to the remaining Net QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Net Offer shall be available for allocation to Non-Institutional Investors ("Non-Institutional Portion") of which one-third of the Non-Institutional Portion shall be available for allocation to Bidders with an application size of more than ₹ 200,000 and up to ₹ 1,000,000 and two-thirds of the Non-Institutional Portion shall be available for allocation to Bidders with an application size of more than ₹ 1,000,000 and under-subscription in either of these two sub-categories of Non-Institutional Portion may be allocated to Bidders in the other sub-category of Non-Institutional Portion in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Offer Price. Further, not less than 35% of the Net Offer shall be available for allocation to Retail Individual Investors ("Retail Investor Portion") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. Further, Equity Shares will be allocated on a proportionate basis to Eligible Employees applying under the Employee Reservation Portion, subject to valid Bids being received from them at or above the Offer Price. All Bidders, other than Anchor Investors, are required to participate in the Offer by mandatorily utilising the Application Supported by Blocked Amount ("ASBA") process by providing details of their respective ASBA Accounts, and UPI ID in case of UPI Bidders using the UPI Mechanism, if applicable, in which the corresponding Bid Amounts will be blocked by the Self Certified Syndicate Banks ("SCSBs") or by the Sponsor Banks under UPI Mechanism, as the case may be, to the extent of respective Bid Amounts. Anchor Investors are not permitted to participate in the Offer through the ASBA process. For details, see "Offer Procedure" on page 419 of the RHP.

Bidders/Applicants should ensure that DP ID, PAN and the Client ID and UPI ID (for UPI Bidders bidding through UPI mechanism) are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN, Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/Applicants should note that on the basis of the PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorized the Depositories to provide to the Registrar to the Offer, any requested Demographic Details of the Bidder/Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to the Offer. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders/Applicants' sole risk.

Investors must ensure that their PAN is linked with Aadhaar and are in compliance with Central Board of Direct Taxes notification dated February 13, 2020 and press release dated June 25, 2021.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, investors are requested to see "History and Certain Corporate Matters" on page 221 of the RHP and Clause III(A) of the Memorandum of Association of our Company. The Memorandum of Association of our Company is a material document for inspection in relation to the Offer. For further details, see "Material Contracts and Documents for Inspection" on page 521 of the RHP.

LIABILITY OF THE MEMBERS OF OUR COMPANY: Limited by shares.

AMOUNT OF SHARE CAPITAL OF OUR COMPANY AND CAPITAL STRUCTURE: As on the date of the RHP, the authorised share capital of our Company is ₹ 268,500,000 divided into 53,700,000 Equity Shares of face value of ₹ 5 each and ₹ 2,000,000 divided into 400,000 redeemable preference shares of face value of ₹ 5 each. The issued, subscribed and paid-up Equity share capital of our Company is ₹ 183,128,100 divided into 36,625,620 Equity Shares of face value ₹ 5 each. For details of the capital structure, see "Capital Structure" beginning on page 119 of the RHP.

NAMES OF THE INITIAL SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: The initial signatories to the Memorandum of Association of our Company are Sanjay Karsandas Thakker and Ami Sanjay Thakker who subscribed to 5,000 equity shares respectively, each bearing face value of ₹ 10 each. For details of the Equity Share capital history and capital structure of our Company see "Capital Structure" beginning on page 119 of the RHP.

LISTING: The Equity Shares offered through the RHP are proposed to be listed on the Stock Exchanges. Our Company has received "in-principle" approvals from BSE and NSE for the listing of the Equity Shares pursuant to the letters each dated February 8, 2022. For the purposes of the Offer, the Designated Stock Exchange shall be BSE. A copy of the RHP and the Prospectus shall be filed with the RoC in accordance with Sections 26(4) and 32 of the Companies Act, 2013. For details of the material contracts and documents available for inspection from the date of the RHP until the Bid/Offer Closing Date, see "Material Contracts and Documents for Inspection" on page 521 of the RHP.

DISCLAIMER CLAUSE OF SEBI: SEBI only gives its observations on the offer documents and this does not constitute approval of either the Offer or the specified securities stated in the Offer Document. The investors are advised to refer to page 400 of the RHP for the full text of the disclaimer clause of SEBI.

DISCLAIMER CLAUSE OF BSE (The Designated Stock Exchange): It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the RHP has been cleared or approved by BSE Limited nor does it certify the correctness or completeness of any of the contents of the RHP. The investors are advised to refer to the page 403 of the RHP for the full text of the disclaimer clause of the BSE Limited.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to page 403 of the RHP for the full text of the disclaimer clause of NSE.

GENERAL RISKS: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Offer unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Offer. For taking an investment decision, investors must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares in the Offer have not been recommended or approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the RHP. Specific attention of the investors is invited to "Risk Factors" on page 28 of the RHP.

BOOK RUNNING LEAD MANAGERS



Axis Capital Limited
1st Floor, Axis House, C-2, Wadia International Centre
Pandurang Budhkar Marg, Worli, Mumbai 400 025, Maharashtra
Telephone: +91 22 4325 2183; E-mail: landmark ipo@axiscap.in
Investor grievance e-mail: complaints@axiscap.in
Website: www.axiscapital.co.in; Contact person: Pratik Pednekar
SEBI registration number: INM000012029



ICICI Securities Limited
ICICI Venture House, Appasaheb Marathe Marg
Prabhadevi, Mumbai 400 025, Maharashtra
Telephone: +91 22 6807 7100; E-mail: landmark.ipo@icicisecurities.com
Investor grievance e-mail: customercare@icicisecurities.com
Website: www.icicisecurities.com; Contact person: Harsh Thakkar/Shekhar Asnani
SEBI registration number: INM000011179

REGISTRAR TO THE OFFER



Link Intime India Private Limited
C-101, 1st Floor, 247 Park, L.B.S. Marg
Vikhroli (West), Mumbai 400 083, Maharashtra
Telephone: +91 22 4918 6200; E-mail: landmark.ipo@linkintime.co.in
Investor grievance e-mail: landmark.ipo@linkintime.co.in
Website: www.linkintime.co.in; Contact person: Shanti Gopalkrishnan
SEBI registration number: INR000004058

COMPANY SECRETARY AND COMPLIANCE OFFICER

Amol Arvind Rajee
Landmark Cars Limited
Plot No. 275/1, Ghodbunder Road, Patlipada, Thane (West),
Thane 400 607, Maharashtra, India
Telephone: +91 22 6271 9040; E-mail: companysecretary@landmarkindia.net
Website: www.grouplandmark.in

Investors can contact the Company Secretary and Compliance Officer or the Registrar to the Offer in case of any pre-Offer or post-Offer related problems, such as non-receipt of letters of Allotment, non-correct of Allotted Equity Shares in the respective beneficiary account, non-receipt of refund intimations or non-receipt of funds by electronic mode, etc.

ADDENDUM TO THE RED HERRING PROSPECTUS DATED DECEMBER 5, 2022 ("RHP") | NOTICE TO INVESTORS ("ADDENDUM")

This Addendum is with reference to the RHP, filed in relation to the Offer.

In this regard, please note the following:

- The definition of the term "Syndicate Agreement" in the section "Definitions and Abbreviations" of the RHP on page 10 shall be deemed to include reference to and shall be read with the amendment agreement to the Syndicate Agreement dated December 12, 2022.
- In the notes below table providing the "break-down of the estimated Offer expenses", appearing in the section "Objects of the Offer - Offer Expenses" on pages 138 - 140 of the RHP, the following shall be included after the note "All such commissions and processing fees set out above shall be paid as per the timelines in terms of the Syndicate Agreement and Escrow and Sponsor Bank Agreement.":

"The total uploading charges / processing fees payable to Members of the Syndicate, CRTAs, CDPs, Registered Brokers will be subject to a maximum cap of ₹10.0 million (plus applicable taxes). In case the total uploading charges/processing fees payable exceeds ₹10.0 million, then the amount payable to Members of the Syndicate, CRTAs, CDPs, Registered Brokers will be proportionately distributed based on the number of valid applications such that the total uploading charges / processing fees payable does not exceed ₹10.0 million."

The RHP shall be read in conjunction with this Addendum. The information in this Addendum supplements and updates the information in the RHP. Relevant changes will be made in the Prospectus to be filed with the RoC, SEBI and the Stock Exchanges to reflect such updates.

AVAILABILITY OF RHP: Investors are advised to refer to the RHP and the "Risk Factors" beginning on page 28 of the RHP before applying in the Offer. A copy of the RHP will be made available on the website of the SEBI at www.sebi.gov.in, the websites of the BRLMs, Axis Capital Limited at www.axiscapital.co.in and ICICI Securities Limited at www.icicisecurities.com and the websites of the Stock Exchanges, BSE at www.bseindia.com and NSE at www.nseindia.com.

AVAILABILITY OF BID CUM APPLICATION FORM: Bid cum Application Form can be obtained from the Registered Office of Company, LANDMARK CARS LIMITED: Telephone: +91 79 6618 5555; BRLMs: Axis Capital Limited, Telephone: +91 22 4325 2183 and ICICI Securities Limited, Telephone: +91 22 6807 7100 and at selected locations of Sub-Syndicate Members (as given below), Registered Brokers, SCSBs, Designated RTA Locations and Designated CDP Locations for participating in the Offer. Bid cum Application Forms will also be available on the websites of the Stock Exchanges at www.bseindia.com and www.nseindia.com and at all the Designated Branches of SCSBs, the list of which is available on the websites of the Stock Exchanges and SEBI.

SYNDICATE MEMBERS: The BRLMs (Axis Capital Limited and ICICI Securities Limited) are Syndicate Members to the Offer.

SUB-SYNDICATE MEMBERS: Achievers Equities Limited; Almondz Global Securities Limited; Anand Rathi Share & Stock Brokers Limited; Anand Share Consultancy; ANS Pvt Limited; Ashwani Dandia & Co; Axis Securities Limited; Centrum Wealth Management Ltd; Choice Equity Broking Private Limited; DB(International) Stock Brokers Ltd; Edelweiss

Landmark Cars Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares and has filed a red herring prospectus ("RHP") with the Registrar of Companies, Gujarat, Dadra and Nagar Haveli at Ahmedabad. The RHP is available on the website of the SEBI at <http://www.sebi.gov.in> as well as on the websites of the book running lead managers, Axis Capital Limited and ICICI Securities Limited at www.axiscapital.co.in and www.icicisecurities.com respectively, and the websites of the stock exchange(s) at <http://www.nseindia.com> and <http://www.bseindia.com> respectively. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see "Risk Factors" of the RHP. Potential investors should not rely on the DRHP for any investment decision.

The Equity Shares offered in the Offer have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or any other applicable law of the United States and, unless so registered, may not be offered or sold within 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 state securities laws. This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States, and any securities described in this announcement may not be offered or sold in the United States absent registration under the Securities Act or an exemption from such registration. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from the issuer that will contain detailed information about the company and management, as well as financial statements. No public offering or sale of securities in the United States is contemplated.

Place: Ahmedabad, Gujarat
Date: December 12, 2022

For LANDMARK CARS LIMITED
On behalf of the Board of Directors

Sd/-
Company Secretary & Compliance Officer