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NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY, OUTSIDE INDIA.
INITIAL PUBLIC OFFERING OF EQUITY SHARES OF BEAUTY GARAGE LIMITED (FORMERLY KNOWN AS BEAUTY GARAGE PRIVATE LIMITED AND BEAUTY GARAGE INDIA PRIVATE LIMITED) ON THE MAIN BOARD OF BSE LIMITED ("BSE") AND NATIONAL STOCK EXCHANGE OF INDIA LIMITED ("NSE"), AND TOGETHER WITH BSE, THE "STOCK EXCHANGES" IN COMPLIANCE WITH CHAPTER II OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED ("SEBI ICDR REGULATIONS").

PUBLIC ANNOUNCEMENT



(Please scan this QR Code to view this Draft Red Herring Prospectus and Draft Abridged Prospectus)

BEAUTY GARAGE LIMITED

(formerly known as Beauty Garage Private Limited and Beauty Garage India Private Limited)

Our Company was originally incorporated as "Beauty Garage India Private Limited", under the Companies Act, 2013, pursuant to a certificate of incorporation issued dated February 3, 2021 issued by the Registrar of Companies, Central Registration Centre, Haryana. Subsequently, the name of our Company was changed to Beauty Garage Private Limited, and a fresh certificate of incorporation dated June 10, 2025, was issued by the Registrar of Companies, Central Processing Centre, Haryana. Upon conversion of our Company from a private company to a public limited company, pursuant to a resolution passed in the extraordinary general meeting of our Shareholders held on September 2, 2025, the name of our Company was changed to Beauty Garage Limited, and a certificate of incorporation consequent upon conversion to public limited company was issued by the Registrar of Companies, Central Processing Centre, Haryana, India on September 8, 2025. For further details in relation to changes in the name of our Company and change in our registered office, see "History and Certain Corporate Matters – Brief History of our Company" on page 231 of the Draft Red Herring Prospectus dated July 28, 2026 (the "DRHP").

Corporate Identity Number: U02037MH2021PLC354428

Registered Office: Off No. - Ground Floor, Plot No. 17, MIDC Ind Area, Road No. 9, Behind Tunga Paradise Hotel, Chakala, Andheri (East), Mumbai - 400 093, Maharashtra, India. Contact Person: Pooja Sharma, Company Secretary and Compliance Officer; Telephone: +91 73040 28171

E-mail: corporate@beautygarage.com; Website: www.beautygarage.com

PROMOTERS OF OUR COMPANY:

JIGAR BABUBHAI RAVARIA, MAHESH BABUBHAI RAVARIA AND BHARTI MAHESH RAVARIA

INITIAL PUBLIC OFFERING OF UP TO [•] EQUITY SHARES OF FACE VALUE OF ₹10 EACH ("EQUITY SHARES") OF BEAUTY GARAGE LIMITED (FORMERLY KNOWN AS BEAUTY GARAGE PRIVATE LIMITED AND BEAUTY GARAGE INDIA PRIVATE LIMITED) ("COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹[•] PER EQUITY SHARE (INCLUDING SECURITIES PREMIUM OF ₹[•] PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING UP TO [•] MILLION (THE "OFFER"). THE OFFER COMPRISES OF A FRESH ISSUE OF UP TO [•] EQUITY SHARES BY OUR COMPANY AGGREGATING UP TO ₹1,250 MILLION (THE "FRESH ISSUE") AND AN OFFER FOR SALE OF UP TO 7,836,000 EQUITY SHARES (THE "OFFERED SHARES") CONSISTING OF 3,918,000 EQUITY SHARES AGGREGATING TO ₹[•] MILLION BY JIGAR BABUBHAI RAVARIA AND 3,918,000 EQUITY SHARES AGGREGATING TO ₹[•] MILLION BY MAHESH BABUBHAI RAVARIA (COLLECTIVELY, REFERRED TO AS THE "PROMOTER SELLING SHAREHOLDERS")

THE PRICE BAND AND THE MINIMUM BID LOT SHALL BE DECIDED BY OUR COMPANY, IN CONSULTATION WITH THE BRLM, AND WILL BE ADVERTISED IN ALL EDITIONS OF [•] (A WIDELY CIRCULATED ENGLISH NATIONAL DAILY NEWSPAPER) AND ALL EDITIONS OF [•] (A WIDELY CIRCULATED HINDI NATIONAL DAILY NEWSPAPER), AND [•] EDITIONS OF [•] (A WIDELY CIRCULATED MARATHI NEWSPAPER, MARATHI BEING THE REGIONAL LANGUAGE OF MAHARASHTRA WHERE OUR REGISTERED AND CORPORATE OFFICE IS LOCATED, AT LEAST TWO WORKING DAYS PRIOR TO THE BID/ OFFER OPENING DATE AND SHALL BE MADE AVAILABLE TO STOCK EXCHANGES FOR THE PURPOSES OF UPLOADING ON THEIR RESPECTIVE WEBSITES IN ACCORDANCE WITH THE SEBI ICDR REGULATIONS.

OUR COMPANY, IN CONSULTATION WITH THE BRLM, MAY CONSIDER A PRE-IPO PLACEMENT AGGREGATING UP TO ₹250 MILLION, PRIOR TO FILING OF THE RED HERRING PROSPECTUS. THE PRE-IPO PLACEMENT, IF UNDERTAKEN, WILL BE AT A PRICE TO BE DECIDED BY OUR COMPANY, IN CONSULTATION WITH THE BRLM. IF THE PRE-IPO PLACEMENT IS COMPLETED, THE AMOUNT RAISED PURSUANT TO THE PRE-IPO PLACEMENT WILL BE REDUCED FROM THE FRESH ISSUE, SUBJECT TO COMPLIANCE WITH RULE 19(2)(B) OF THE SCRR. THE PRE-IPO PLACEMENT, IF UNDERTAKEN, SHALL NOT EXCEED 20% OF THE SIZE OF THE FRESH ISSUE. PRIOR TO THE COMPLETION OF THE OFFER, OUR COMPANY SHALL APPROPRIATELY INTIMATE THE SUBSCRIBERS TO THE PRE-IPO PLACEMENT, PRIOR TO ALLOTMENT PURSUANT TO THE PRE-IPO PLACEMENT, THAT THERE IS NO GUARANTEE THAT OUR COMPANY MAY PROCEED WITH THE OFFER OR THE OFFER MAY BE SUCCESSFUL AND WILL RESULT INTO LISTING OF THE EQUITY SHARES ON THE STOCK EXCHANGES. FURTHER, RELEVANT DISCLOSURES IN RELATION TO SUCH INTIMATION TO THE SUBSCRIBERS TO THE PRE-IPO PLACEMENT (IF UNDERTAKEN) SHALL BE APPROPRIATELY MADE IN THE RELEVANT SECTIONS OF THE RHP AND PROSPECTUS AND DETAILS OF THE PRE-IPO PLACEMENT, IF ANY, SHALL BE REPORTED TO THE STOCK EXCHANGES WITHIN 24 HOURS OF SUCH TRANSACTIONS, IN ACCORDANCE WITH REGULATION 54 OF THE SEBI ICDR REGULATIONS.

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 of the Price Band, subject to the Bid/ Offer Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar unforeseen circumstances, our Company may, for reasons to be recorded in writing, extend the Bid/ Offer Period for a minimum of one Working Day, 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 website of the BRLM and at the terminals of the Syndicate Members and by an intimation to Designated Intermediaries and the Sponsor Bank, as applicable.

The Offer is being made in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957 (the "SCRR") read with Regulation 31 of the SEBI ICDR Regulations. The Offer is being made through the Book Building Process, in compliance with Regulation 6(1) of the SEBI ICDR Regulations, wherein in terms of Regulation 32(1) of the SEBI ICDR Regulations, not more than 50% of the Offer shall be available for allocation on a proportionate basis to Qualified Institutional Buyers (the "QIBs" and such portion, the "QIB Portion"), provided that our Company in consultation with the BRLM, may allocate up to 60% of the QIB Portion to Anchor Investors, on a discretionary basis in accordance with the SEBI ICDR Regulations (the "Anchor Investor Portion"), of which 40% shall be available for allocation as follows, (i) 33.33% shall be available for allocation to domestic Mutual Funds, and (ii) 6.67% for life insurance companies and pension funds, subject to valid Bids being received from domestic Mutual Funds, life insurance companies and pension funds at or above the Anchor Investor Allocation Price, in accordance with the SEBI ICDR Regulations. In the event of under-subscription in (ii) above, the allocation may be made to domestic Mutual Funds. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the QIB Portion (excluding 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 QIBs (other than Anchor Investors), 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 QIB Portion for proportionate allocation to QIBs. Further, not less than 15% of the Offer shall be available for allocation to Non-Institutional Bidders ("NIBs") of which (a) one-third portion shall be reserved for Bidders with application size of more than ₹200,000 and up to ₹1,000,000; and (b) two-thirds of the portion shall be reserved for Bidders with application size of more than ₹1,000,000, provided that the unsubscribed portion in either of such sub-categories may be allocated to Bidders in other sub-category of the NIBs in accordance with SEBI ICDR Regulations and not less than 35% of the Offer shall be available for allocation to Retail Individual Bidders ("RIBs") in accordance with the SEBI ICDR Regulations, subject to valid Bids being received from them at or above the Offer Price. All Bidders (other than Anchor Investors) shall mandatorily participate in this Offer through the Application Supported by Blocked Amount ("ASBA") process and shall provide details of their respective bank account (including UPI ID for UPI Bidders (defined hereinafter)) in which the Bid Amount will be blocked by the SCSBs or the Sponsor Bank(s), as the case may be. Anchor Investors are not permitted to participate in the Offer through the ASBA process. For details, specific attention is invited to "Offer Procedure" beginning on page 383 of the DRHP.

This public announcement is being made in compliance with the provisions of Regulation 26(2) of the SEBI ICDR Regulations to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares pursuant to the Offer and has filed the DRHP along with the Draft Abridged Prospectus dated July 28, 2026, with the Securities and Exchange Board of India ("SEBI") and with the Stock Exchanges. Pursuant to Regulation 26(1) of the SEBI ICDR Regulations, the DRHP along with the Draft Abridged Prospectus filed with SEBI and the Stock Exchanges has been made available to the public for comments, if any, for a period of at least 21 days from the date of publication of this public announcement in accordance with Regulation 26(2) of the SEBI ICDR Regulations. The DRHP has been filed by hosting it on the website of SEBI at www.sebi.gov.in, websites of the Stock Exchanges at, www.bseindia.com and www.nseindia.com, on the website of the Company at www.beautygarage.com; and on the website of the BRLM, i.e. Systematix Corporate Services Limited at www.systematixgroup.in. Our Company invites the public to give their comments on the DRHP along with the Draft Abridged Prospectus filed with SEBI and the Stock Exchanges, with respect to disclosures made in the DRHP along with the Draft Abridged Prospectus. The public is requested to send a copy of the comments to SEBI, to the Company Secretary and Compliance Officer of our Company and/or the BRLM at their respective addresses mentioned herein. All comments must be received by SEBI and/or our Company and/or the Company Secretary and Compliance Officer of our Company and/or the BRLM in relation to the Offer on or before 5.00 p.m. on the 21st day from the date of publication of this public announcement.

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 entire 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 this Draft Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" beginning on page 21 of the DRHP.

Any decision to invest in the Equity Shares described in the DRHP may only be taken after the Red Herring Prospectus ("RHP") has been filed with the Registrar of Companies, Mumbai – I at Maharashtra and must be made solely on the basis of such RHP as there may be material changes in the RHP from the DRHP. The Equity Shares, when issued through the RHP, are proposed to be listed on the Stock Exchanges.

For details of the share capital and capital structure and the names of the signatories to the Memorandum of Association and the number of shares subscribed by them of our Company, please see the section titled "Capital Structure" on page 87 of the DRHP. The liability of the members of our Company is limited by their shares. For details of the main objects of our Company as contained in the Memorandum of Association, please see the section titled "History and Certain Corporate Matters" on page 231 of the DRHP.

BOOK RUNNING LEAD MANAGER	REGISTRAR TO THE OFFER
 Investments Re-defined	
Systematix Corporate Services Limited The Capital, A-Wing, No. 603-606, 6 th Floor, Plot No. C-70, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051, Maharashtra, India Telephone: +91 22 6704 8000 E-mail: bgl.ipo@systematixgroup.in Website: www.systematixgroup.in Investor Grievance E-mail: investor@systematixgroup.in Contact Person: Hanishi Shah / Sagar Purandare SEBI Registration No.: INM000004224	Bigshare Services Private Limited Office No. S-62, 6 th floor, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri (East), Mumbai - 400093 Telephone: +91 22 6263 8200 E-mail: ipo@bigshareonline.com Website: www.bigshareonline.com Investor Grievance E-mail: investor@bigshareonline.com Contact Person: Babu Raphael C. SEBI Registration No.: INR000001385

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the DRHP.

For **BEAUTY GARAGE LIMITED**
(formerly known as Beauty Garage Private Limited and Beauty Garage India Private Limited)
On behalf of the Board of Directors
SD/-
Place: Mumbai, Maharashtra
Date: July 29, 2026
Pooja Sharma
Company Secretary and Compliance Officer

BEAUTY GARAGE LIMITED (formerly known as Beauty Garage Private Limited and Beauty Garage India Private Limited) is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its Equity Shares and has filed the DRHP with SEBI and the Stock Exchanges on July 28, 2026. The DRHP is available on the website of SEBI at www.sebi.gov.in, as well as on the websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.beautygarage.com; and on the website of the Book Running Lead Manager ("BRLM"), i.e. Systematix Corporate Services Limited at www.systematixgroup.in. Any potential Bidders should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see "Risk Factors" on page 21 of the DRHP. Potential Bidders should not rely on the DRHP filed with SEBI and the Stock Exchanges for making any investment decision and should instead rely on the RHP, when filed, for making investment decision.

This announcement is not an offer of securities for sale in the United States or elsewhere. The Equity Shares have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state law of the United States and 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 U.S. Securities Act or any state law of the United States. Accordingly, the Equity Shares are being offered and sold only outside the United States in "offshore transactions" as defined in and in reliance on Regulation S under the U.S. Securities Act and in accordance with the applicable laws of the jurisdiction where those offers and sales occur. There will be no public offering of the Equity Shares in the United States.