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INITIAL PUBLIC OFFERING OF EQUITY SHARES OF MASTER CHAINS N JEWELS LIMITED (FORMERLY KNOWN AS MASTER CHAINS N JEWELS PRIVATE LIMITED AND MASTER CHAIN 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").



(Please scan this QR Code to view the DRHP and Draft Abridged Prospectus)

PUBLIC ANNOUNCEMENT



MASTER CHAINS N JEWELS LIMITED

(Formerly Master Chains N Jewels Private Limited and Master Chain Private Limited)

Our Company was originally incorporated as a private limited company under the Companies Act, 1956 as 'Master Chain Private Limited', pursuant to a certificate of incorporation dated May 12, 1997 issued by the Assistant Registrar of Companies, Maharashtra. Subsequently, upon a special resolution passed by our Shareholders on May 5, 2025, the name of our Company was changed to 'Master Chains N Jewels Private Limited' to reflect the name under which our Company carries on its business, pursuant to a fresh certificate of incorporation dated June 12, 2025, issued by the Registrar of Companies, Central Processing Centre. Thereafter, upon conversion to a public limited company pursuant to a special resolution passed by our Shareholders on November 3, 2025, the name of our Company was changed to 'Master Chains N Jewels Limited' and a fresh certificate of incorporation dated November 24, 2025, was issued by the Registrar of Companies, Central Processing Centre. 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 248 of the Draft Red Herring Prospectus dated July 25, 2026 ("DRHP").

Registered Office: Unit 1/2, 6th Floor, Plot - 219/221, Mehta Mansion, Sheikh Memon Street, Zaveri Bazar, Kalbadevi, Mumbai, Maharashtra - 400 002, India.

Contact Person: Rahul Rasikbhai Jethwa, Company Secretary and Compliance Officer; **Telephone:** +91 89768 97663;

E-mail: complianceofficer@masterchain.com; **Website:** www.masterchainsnjewels.com; **Corporate Identity Number:** U36911MH1997PLC107966

OUR PROMOTERS: MADAN SARDARMAL KOTHARI, RAJ MADAN KOTHARI, KHUSHBU RAJ KOTHARI AND TARUNA MADAN KOTHARI

INITIAL PUBLIC OFFER OF UP TO [-] EQUITY SHARES OF FACE VALUE OF ₹10 EACH ("EQUITY SHARES") OF MASTER CHAINS N JEWELS LIMITED (THE "COMPANY" OR "ISSUER") FOR CASH AT PRICE OF ₹ [-] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [-] PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING UP TO ₹ [-] MILLION COMPRISING A FRESH ISSUE OF UP TO [-] EQUITY SHARES OF FACE VALUE OF ₹10 EACH AGGREGATING UP TO ₹ 4,000.00 MILLION BY OUR COMPANY ("FRESH ISSUE"), AND AN OFFER FOR SALE OF UP TO 5,906,250 EQUITY SHARES OF FACE VALUE OF ₹10 EACH AGGREGATING UP TO ₹ [-] MILLION, BY TARUNA MADAN KOTHARI (THE "PROMOTER SELLING SHAREHOLDER") AND SUCH EQUITY SHARES OFFERED BY THE PROMOTER SELLING SHAREHOLDER ("OFFERED SHARES", "OFFER FOR SALE" AND TOGETHER WITH THE FRESH ISSUE, THE "OFFER". THE OFFER SHALL CONSTITUTE [-]% OF THE POST-OFFER PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

OUR COMPANY, IN CONSULTATION WITH THE BRLM, MAY CONSIDER A PRE-IPO PLACEMENT OF SPECIFIED SECURITIES, AS MAY BE PERMITTED UNDER THE APPLICABLE LAW, AGGREGATING UP TO ₹800.00 MILLION PRIOR TO FILING OF THE RED HERRING PROSPECTUS WITH THE ROC. 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 SECURITIES CONTRACTS (REGULATION) RULES, 1957, (19(2)(B)) OF THE SCRR. THE PRE-IPO PLACEMENT SHALL NOT EXCEED 20% OF THE SIZE OF THE FRESH ISSUE. PRIOR TO THE COMPLETION OF THE OFFER, WE MAY UTILISE THE PROCEEDS FROM SUCH PRE-IPO PLACEMENT TOWARDS THE OBJECTS AND 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 WILL BE SUCCESSFUL AND WILL RESULT IN THE 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 RED HERRING PROSPECTUS AND PROSPECTUS. OUR COMPANY SHALL REPORT ANY PRE-IPO PLACEMENT TO THE STOCK EXCHANGES, WITHIN 24 HOURS OF SUCH PRE-IPO PLACEMENT (IN PART OR IN ENTIRETY).

THE FACE VALUE OF THE EQUITY SHARES IS ₹10 EACH. THE OFFER PRICE IS [-] TIMES THE FACE VALUE OF THE EQUITY SHARES. THE PRICE BAND AND THE MINIMUM BID LOT WILL BE DECIDED BY OUR COMPANY IN CONSULTATION WITH THE BOOK RUNNING LEAD MANAGER AND WILL BE ADVERTISED IN ALL EDITIONS OF FINANCIAL EXPRESS, AN ENGLISH NATIONAL DAILY NEWSPAPER, ALL EDITIONS OF JANSATTA, A HINDI NATIONAL DAILY NEWSPAPER AND MUMBAI EDITION OF NAVSHAKTI, A MARATHI DAILY NEWSPAPER (MARATHI BEING THE REGIONAL LANGUAGE OF MAHARASHTRA WHERE OUR REGISTERED OFFICE IS LOCATED) EACH WITH WIDE CIRCULATION, AT LEAST TWO WORKING DAYS PRIOR TO THE BID/OFFER OPENING DATE AND SHALL BE MADE AVAILABLE TO THE STOCK EXCHANGES FOR THE PURPOSE OF UPLOADING ON THEIR RESPECTIVE WEBSITES IN ACCORDANCE WITH THE SEBI ICDR REGULATIONS.

In case of any revision to the Price Band, the Bid/Offer Period shall be extended by at least 3 (three) additional Working Days after such revision in the Price Band, subject to the Bid/Offer Period not exceeding 10 (ten) Working Days. In cases of force majeure, banking strike or similar unforeseen circumstances, our Company may, in consultation with the BRLM, for reasons to be recorded in writing, extend the Bid/Offer Period for a minimum of 1 (one) Working Day, subject to the total Bid/ Offer Period not exceeding 10 (ten) 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 public notice, and also by indicating the change on the website of the BRLM and at the terminals of the Syndicate Member(s) and by intimation to Self- Certified Syndicate Banks ("SCSBs"), the Designated Intermediaries and Sponsor Bank(s), as applicable.

This Offer is being made in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, read with Regulation 31 of the SEBI ICDR Regulations. This 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 ("QIB" 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 ("Anchor Investor Portion"), out of which, 40% of the Anchor Investor Portion shall be reserved in the following manner: (i) 33.33% for domestic Mutual Funds; and (ii) 6.67% for Life Insurance Companies and Pension Funds, subject to valid Bids being received from the domestic Mutual Funds and Life Insurance Companies and Pension Funds, as applicable, at or above the Anchor Investor Allocation Price. 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 (other than the Anchor Investor Portion) ("Net QIB Portion"). Further, 5% of the Net QIB Portion shall be available for allocation on a proportionate basis only to Mutual Funds, 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 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 ("Non-Institutional Portion") out of which (a) one-third of such portion shall be reserved for applicants with application size of more than ₹0.20 million and up to ₹1.00 million; and (b) two-thirds of such portion shall be reserved for applicants with application size of more than ₹1.00 million, provided that the under-subscribed portion in either of such sub-categories may be allocated to applicants in the other sub-category of the Non-Institutional Bidders and not less than 35% of the Offer shall be available for allocation to Retail Individual Bidders ("RIBs" and such portion the "Retail Portion") in accordance with SEBI ICDR Regulations, subject to valid bids being received from them at or above the Offer Price. All potential Bidders (except Anchor Investors) are required to mandatorily participate in the Offer through 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, in which the Bid amounts will be blocked by the SCSBs or by the Sponsor Bank(s), as applicable to participate in the Offer. Anchor Investors are not permitted to participate in the Anchor Investor Portion of the Offer through the ASBA process. For details, see "**Offer Procedure**" beginning on page 414 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 25, 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, i.e. BSE and NSE at, www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.masterchainsnjewels.com; and on the website of the Book Running Lead Manager ("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 this Offer unless they can afford to take the risk of losing their entire investment. Bidders are advised to read the risk factors carefully before taking an investment decision in this Offer. For taking an investment decision, Bidders must rely on their own examination of our Company and the Offer, including the risks involved. The Equity Shares in the Offer have neither been recommended nor approved by SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the Draft Red Herring Prospectus. Specific attention of the Bidders is invited to "**Risk Factors**" beginning on page 24 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 RoC 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 95 of the DRHP. The liability of the members of our Company is limited. 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 248 of the DRHP.

BOOK RUNNING LEAD MANAGER	REGISTRAR TO THE OFFER
 SYSTEMATIX GROUP 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 Email: masterchains.ipo@systematixgroup.in Website: www.systematixgroup.in Investor Grievance E-mail: investor@systematixgroup.in Contact Person: Hanishi Shah / Mohit Ladkani SEBI Registration Number: INM000004224	Bigshare Services Private Limited Office No. S6-2, 6 th Floor, Pinnacle Business Park, Next to Ahura Centre, Mahakali Caves Road, Andheri East, Mumbai - 400 093, Maharashtra, India Telephone: +91 022 6263 8200 E-mail: ipo@bigshareonline.com Investor Grievance E-mail: investor@bigshareonline.com Website: www.bigshareonline.com Contact Person: Babu Raphael SEBI Registration Number: INR000001385

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

For **MASTER CHAINS N JEWELS LIMITED**
(Formerly Master Chains N Jewels Private Limited and Master Chain Private Limited)
On behalf of the Board of Directors
Sd/-
Rahul Rasikbhai Jethwa
Company Secretary and Compliance Officer

Place: Mumbai, Maharashtra
Date: July 27, 2026

MASTER CHAINS N JEWELS LIMITED (Formerly Master Chains N Jewels Private Limited and Master Chain 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 dated July 25, 2026 with SEBI and the Stock Exchanges. 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.masterchainsnjewels.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 24 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 any 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.