

DMart

AVENUE SUPERMARTS LIMITED

Our Company was incorporated as Avenue Supermarts Private Limited on May 12, 2000 at Mumbai, Maharashtra as a private limited company under the Companies Act, 1956. The name of our Company was changed to Avenue Supermarts Limited due to conversion from a private company to a public company on May 3, 2011. For details of changes in the name and the registered office of our Company, see "History and Certain Corporate Matters" on page 143 of the Red Herring Prospectus dated February 22, 2017 read with Notice to Investors dated February 28, 2017 ("RHP").

Registered Office: Anjaneya CHS Limited, Orchard Avenue, Opp. Hiranandani Foundation School, Powai, Mumbai - 400 076

Corporate Office: B - 72/72A, Wagle Industrial Estate, Road No. 33, Kamgar Hospital Road, Thane - 400 604

Contact Person: Ashu Gupta, Company Secretary and Compliance Officer; Tel: (91 22) 3340 0500; Fax: (91 22) 3340 0599; Email: investorrelations@dmartindia.com;

Website: www.dmartindia.com **Corporate Identity Number:** U51900MH2000PLC126473

PROMOTERS OF OUR COMPANY: RADHAKISHAN S. DAMANI, GOPIKISHAN S. DAMANI, SHRIKANTADEVI R. DAMANI, KIRANDEVI G. DAMANI, BRIGHT STAR INVESTMENTS PRIVATE LIMITED, ROYAL PALM PRIVATE BENEFICIARY TRUST, MOUNTAIN GLORY PRIVATE BENEFICIARY TRUST, BOTTLE PALM PRIVATE BENEFICIARY TRUST, GULMOHAR PRIVATE BENEFICIARY TRUST AND KARNIKAR PRIVATE BENEFICIARY TRUST

PUBLIC ISSUE OF [·] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH (THE "EQUITY SHARES") OF AVENUE SUPERMARTS LIMITED (OUR "COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹ [·] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [·] PER EQUITY SHARE) AGGREGATING UP TO ₹ 18,700 MILLION. THE ISSUE WILL CONSTITUTE [·]% OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ASBA * | Simple, Safe, Smart way of Application - Make use of it !!!

*Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For details, check section on ASBA below.

Mandatory in public issues from January 01, 2016. No cheque will be accepted.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA): Investors have to apply through the ASBA process. ASBA has to be availed by all the investors except Anchor Investors. For details on the ASBA process, please refer to the details given in the ASBA Form and Abridged Prospectus and also please refer to "Issue Procedure" on page 333 of the RHP. ASBA Forms can also be downloaded from the websites of BSE and NSE. ASBA Forms can be obtained from the list of banks that is available on the website of SEBI at www.sebi.gov.in. ASBA Form can be obtained from Syndicate Members, SCSBs, Registered Brokers, RTAs and CDPs, the list of which is available on the website of SEBI at <http://www.sebi.gov.in/sebiweb/home/5/33/0/0/Recognised-Intermediaries>.

ADDENDUM – NOTICE FOR INVESTORS

This is with reference to the RHP filed with Registrar of Companies and Securities and Exchange Board of India in relation to the Issue. All capitalized terms used in this notice shall, unless the context otherwise, have the same meaning ascribed in the RHP.

Dolphin Mart Private Limited (the "Plaintiff") has filed a suit against our Company and our Managing Director, Ignatius Navil Noronha (collectively the "Defendants") dated March 4, 2017 (which was received by our Company on March 7, 2017), before the High Court of Delhi (the "Court") in relation to alleged infringement by our Company (due to the usage of the mark "DMart") of a registered trademark owned by the Plaintiff. The Plaintiff has sought, among others, permanent injunction restraining the use of the mark by our Company and damages for an approximate sum of ₹ 72 million. Further, the Plaintiff has also filed a temporary injunction application dated March 4, 2017 before the Court in relation to the aforesaid matter. The Court, by way of its order dated March 8, 2017, among others, has required the Defendants to file a reply to the temporary injunction application and written statement to the suit within a period of four weeks from date of the order. The matters are currently pending.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AS REGARDS ITS OBJECTS: For information on the main objects and other objects of our Company, investors are requested to see "History and Certain Corporate Matters" on page 143 of the RHP and Clause III 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 Issue. For further details, see "Material Contracts and Documents for Inspection" on page 390 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 ₹ 7,500,000,000 divided into 750,000,000 Equity Shares of ₹10 each. The issued, subscribed and paid-up share capital of our Company before the Issue is ₹ 5,615,426,800 divided into 561,542,680 Equity Shares of ₹10 each. For details of the Capital Structure, see "Capital Structure" on the page 71 of the RHP.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF OUR COMPANY AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM:

Given below are the names of the signatories of the Memorandum of Association of our Company and the number of Equity Shares subscribed by them at the time of signing of the Memorandum of Association of our Company – Mr. Radhakishan S. Damani and Mr. Gopikishan S. Damani, 100 Equity Shares each, aggregating to 200 Equity Shares.

For **AVENUE SUPERMARTS LIMITED**

On behalf of the Board of Directors

Sd/-

Company Secretary & Compliance Officer

Place : Mumbai

Date : March 9, 2017

AVENUE SUPERMARTS LIMITED is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to make an initial public issue of its equity shares ("Equity Shares") and has filed the Red Herring Prospectus dated February 22, 2017 read with Notice to Investors dated February 28, 2017 ("RHP") with the Registrar of Companies, Maharashtra at Mumbai. The RHP will be available on the website of the SEBI at www.sebi.gov.in, the websites of the Global Co-ordinator and Book Running Lead Manager at <http://investmentbank.kotak.com> and the Book Running Lead Managers at www.axiscapital.co.in, www.edelweissfin.com, www.hdfcbank.com, www.icicisecurities.com, www.ingcapital.com, www.jmfi.com, www.motilaloswalgroup.com and www.sbcaps.com and the websites of the Stock Exchanges at www.bseindia.com and www.nseindia.com. Any potential investor should note that investment in Equity Shares involves a high degree of risk, for details potential investors should see "Risk Factors" beginning on page 15 of the RHP. Potential investors should not rely on the DRHP filed with SEBI for making any investment decision.

This announcement has been prepared for publication in India and may not be released in or distributed into the United States. The Equity Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act") or the securities laws of any state or other jurisdiction in 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 Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold (i) in the United States only to persons reasonably believed to be "qualified institutional buyers" (as defined in Rule 144A under the Securities Act) pursuant to Rule 144A or another available exemption from the registration requirements of the Securities Act, and (ii) outside the United States only in offshore transactions in reliance on Regulation S under the Securities Act ("Regulation S") in a Category 1 offering under Regulation S and pursuant to the applicable laws of the jurisdiction where those offers and sales occur.

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