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LUXURY TIME LIMITED

CORPORATE IDENTITY NUMBER: U74900DL2008PLC182377

Our Company was originally incorporated as “Luxury Time Private Limited” a private limited company under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated August 22, 2008 issued by Registrar of Companies, Delhi & Haryana. Further, our Company was converted from a private limited company to public limited company pursuant to special resolution passed in the Extra-Ordinary General Meeting of the company dated January 13, 2025 and consequently, the name of our Company was changed from “Luxury Time Private Limited” to “Luxury Time Limited” and a fresh certificate of incorporation dated February 24, 2025 was issued to our Company by the Registrar of Companies, Central Registration Centre. The Corporate Identification Number of our Company is U74900DL2008PLC182377. For further details please refer to the chapter titled “History and Certain Corporate Matters” beginning on Page No. 148 of this Red Herring Prospectus.

Registered Office: 713, Pearls Omaxe Building, Tower- 2 Wazirpur, Netaji Subhash Place, Delhi - 110034, India
Tel: +91 011-49060989; E-mail id: info@luxurytimeindia.com; Website: www.luxurytimeindia.com
Contact Person: Mr. Pankaj Dulhani, Company Secretary and Compliance Officer;

PROMOTERS OF OUR COMPANY: ASHOK GOEL AND PAWAN CHOHAN

INITIAL PUBLIC OFFERING UPTO 22,84,800 EQUITY SHARES OF RS. 10/- EACH (“EQUITY SHARES”) OF LUXURY TIME LIMITED (“LTL” OR THE “COMPANY”) FOR CASH AT A PRICE OF RS. [•] /- PER EQUITY SHARE (THE “OFFER PRICE”), AGGREGATING TO RS. [•] LAKHS (“THE OFFER”), COMPRISING A FRESH OFFER OF UPTO 18,28,800 EQUITY SHARES AGGREGATING TO RS. [•] LAKHS BY OUR COMPANY (“FRESH OFFER”) AND AN OFFER FOR SALE OF UPTO 4,56,000 EQUITY SHARES BY MR. ASHOK GOEL AND MR. PAWAN CHOHAN (“THE PROMOTER SELLING SHAREHOLDERS”) AGGREGATING TO RS. [•] LAKHS (“OFFER FOR SALE”). OUT OF THE OFFER, UP TO 2,14,400 EQUITY SHARES AGGREGATING TO RS. [•] LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY MARKET MAKER (“MARKET MAKER RESERVATION PORTION”). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. OFFER OF UP TO 20,70,400 EQUITY SHARES OF FACE VALUE OF RS. 10.00/- EACH AT AN OFFER PRICE OF RS. [•] /- PER EQUITY SHARE AGGREGATING TO RS. [•] LAKHS IS HEREINAFTER REFERRED TO AS THE “NET OFFER”. THE OFFER AND THE NET OFFER WILL CONSTITUTE 27.68% AND 25.08%, RESPECTIVELY OF THE POST OFFER PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

*Subject to finalization of basis of allotment.

DETAILS OF PROMOTER SELLING SHAREHOLDER, OFFER FOR SALE AND WEIGHTED AVERAGE COST OF ACQUISITION

NAME	TYPE	NUMBER OF THE SHARES OFFERED / AMOUNT IN ₹	WACA IN ₹ PER EQUITY SHARE*
Mr. Ashok Goel	Promoter Selling Shareholder	Upto 3,04,000 Equity Shares, aggregating up to ₹ [•] Lakhs	10.05
Mr. Pawan Chohan	Promoter Selling Shareholder	Upto 1,52,000 Equity Shares, aggregating up to ₹ [•] Lakhs	1.43

*As Certified by M/s Santosh Ramanuj & Co., Chartered Accountants by their certificate dated November 22, 2025.
WACA: Weighted Average Cost of Acquisition on fully diluted basis

PRICE BAND: ₹ 78/- TO ₹ 82/- PER EQUITY SHARE OF FACE VALUE ₹ 10/- EACH.

THE FLOOR PRICE IS 7.8 TIMES OF THE FACE VALUE AND THE CAP PRICE IS 8.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE PRICE TO EARNING RATIO BASED ON DILUTED EPS FOR FISCAL 2025 AT THE FLOOR PRICE IS 11.21 TIMES AND AT THE CAP PRICE IS 11.78 TIMES.

BIDS CAN BE MADE FOR A MINIMUM OF 3200 EQUITY SHARES AND IN MULTIPLES OF 1600 EQUITY SHARES THEREAFTER.

BID/ISSUE PROGRAMME

ANCHOR PORTION OFFER OPENS/CLOSES ON: WEDNESDAY, DECEMBER 03, 2025

BID/OFFER OPENS ON: THURSDAY, DECEMBER 04, 2025

BID/OFFER CLOSES ON: MONDAY, DECEMBER 08, 2025 ^**

**Our Company may in consultation with the BRLMs, consider closing the Bid/Offer Period for QIBs one Working Day prior to the Bid/Offer Closing Date in accordance with the SEBI/CDR Regulations.
^ UPI mandate end time and date shall be at 5:00 pm on the Bid/Offer Closing Date.

THE OFFER IS BEING MADE THROUGH BOOK BUILDING PROCESS IN ACCORDANCE WITH CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018 AS AMENDED FROM TIME TO TIME (IPO OF SMALL AND MEDIUM ENTERPRISES) AND THE EQUITY SHARES ARE PROPOSED TO BE LISTED ON SME PLATFORM OF BSE LIMITED (BSE SME)

THE EQUITY SHARES OF THE COMPANY WILL GET LISTED ON SME PLATFORM OF BSE LIMITED. FOR THE PURPOSE OF THE OFFER, THE DESIGNATED STOCK EXCHANGE WILL BE BSE LIMITED

BRIEF DESCRIPTION OF THE BUSINESS OF THE COMPANY

Our Company is engaged in the distribution, marketing, retailing, and after-sales servicing of Swiss luxury watches, as well as the distribution of watch service-related tools and equipment in India. Headquartered in New Delhi, we are supported by a team of seasoned professionals with expertise in luxury watch distribution, retail management, after-sales servicing, precision tools & machinery, and brand marketing.

Incorporated in 2008, we serve as the exclusive authorized distributor in India for Luxury Swiss watches brands — TAG Heuer, Zenith, Bomberg and Exaequo. In addition, we have entered into a joint venture with an Indian listed luxury watch retail company to operate exclusive mono-brand boutiques, currently managing two stores at the Mall of Asia, Bengaluru, and Palladium Mall, Mumbai.

Our business operates across five integrated verticals:

- Watch Distribution (B2B)
- Direct-to-Consumer (D2C) & E-commerce Sales
- After-Sales Services
- Branding, PR & Marketing Support
- Tools & Machinery Distribution

We maintain a retail of 70+ points of sale (POS) nationwide, including mono-brand boutiques, multi-brand outlets (MBOs), and digital platforms. Our network spans all major metros and key cities such as Delhi, Mumbai, Bengaluru, Hyderabad, Ahmedabad, Pune, Surat, Kolkata, Chennai, Coimbatore, Chandigarh, Ludhiana, Cochin, and Lucknow.

In the after-sales vertical, we operate two service centers in Mumbai and Delhi, supported by a network of 20+ authorized and dealer-operated facilities across India. We also act as an authorized service provider and spare parts authorized distributor for multiple Swiss luxury watch brands, providing technical support, training, and certification to ensure global standards of service.

In the tools and machinery vertical, we are the exclusive authorized distributor in India for Luxury Swiss Watches tool manufacturers—Bergeon and Horotec—specializing in watchmaking and jewellery-making equipment. Our clientele includes large-format watch manufacturers, national jewellery chains, and independent service professionals.

Over the years, we have built long-standing partnerships with global luxury brands while adapting their retail and marketing strategies for the Indian market. Our strategic priorities include premium brand positioning, public relation and merchandising, event activations, and adoption of digital technology for operations and customer engagement.

For further details, please refer to chapter titled “Our Business” beginning on Page No. 120 of this Red Herring Prospectus.

ALLOCATION OF THE ISSUE

• QIB PORTION: NOT MORE THAN 50.00% OF THE NET ISSUE • INDIVIDUAL INVESTOR PORTION: NOT LESS THAN 35.00% OF THE NET ISSUE

• NON-INSTITUTIONAL PORTION: NOT LESS THAN 15.00% OF THE NET ISSUE • MARKET MAKER PORTION: UP TO 2,14,400 EQUITY SHARES OR 9.38% OF THE ISSUE

IN MAKING AN INVESTMENT DECISION, POTENTIAL INVESTORS MUST ONLY RELY ON THE INFORMATION INCLUDED IN THE RED HERRING PROSPECTUS AND THE TERMS OF THE OFFER, INCLUDING THE RISKS INVOLVED AND NOT RELY ON ANY OTHER EXTERNAL SOURCES OF INFORMATION ABOUT THE OFFER AVAILABLE IN ANY MANNER.

In accordance with the recommendation of the Independent Directors of our Company, pursuant to their resolution dated November 22, 2025, The above provided price band is justified based on quantitative factors/KPIs disclosed in the “Basis for Offer Price” section beginning on page no. 95 of the Red Herring Prospectus vis-à-vis the weighted average cost of acquisition (WACA) of primary and secondary transaction(s) as applicable disclosed in the “Basis for offer Price” section beginning on page no 92 of the Red Herring Prospectus and provided below in the advertisement.

FOR FURTHER DETAILS, PLEASE REFER TO THE CHAPTER TITLED “OFFER PROCEDURE” BEGINNING ON PAGE 227 OF THE RED HERRING PROSPECTUS. A COPY OF THE RED HERRING PROSPECTUS IS DELIVERED TO THE REGISTRAR OF COMPANIES, DELHI & HARYANA. AS REQUIRED UNDER SECTION 26 AND 32 OF THE COMPANIES ACT, 2013.

RISKS TO INVESTORS

Summary description of key risk factors based on materiality

- Our business is significantly dependent on a single Swiss company, and any deterioration in this relationship may adversely affect our operations, financial condition and results of operations.
- If we cannot maintain and expand our existing client base, our business, financial condition, cash flows and results of operations may be adversely affected.
- Our business is heavily dependent on our B2B watch distribution segment, and any adverse developments in this segment could materially affect our revenues and profitability.
- We have had negative cash flows from Operating activities in the past in some of the recent years.
- Our Company has in the past not complied with the certain provisions of the Companies Act, 2013.
- We currently hold distribution rights in India for certain brands, but there can be no assurance that such will continue in the future.
- We currently operate the authorized e-commerce platform for TAG Heuer in India, and any loss of this right could adversely affect our business and financial condition.
- Our business and sales are significantly concentrated in a few states and stores, and any adverse development affecting these locations may materially impact our results of operations.
- Our business depends on careful selection and management of our retailer network, and any missteps in retailer selection may adversely affect our brand positioning, average selling price, and long-term growth.
- Our business is dependent on the experience and leadership of our directors, and any loss of their services could adversely affect our operations, financial condition, and results of operations.

Details of suitable ratios of the company for the latest full financial year

1. Basic and Diluted Earnings per Share (EPS) as adjusted for changes in capital (Post Bonus)

Period / Year ended	Basic and Diluted EPS (in ₹)	Weight
FY 2024-25	6.96	3
FY 2023-24	3.29	2
FY 2022-23	4.22	1
Weighted Average	5.28	
Period Year Ended September 30, 2025	3.13*	

*Not Annualised

Note:

- The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- The face value of each equity share is Rs. 10.00
- Basic EPS: Net Profit after tax as restated divided by weighted average number of Equity Shares outstanding at the end of the year.
- Diluted EPS: Net Profit after tax as restated divided by weighted average number of Equity Shares outstanding at the end of the year for diluted EPS.
- Weighted average number of Equity Shares is the number of Equity Shares outstanding at the beginning of the year adjusted by the number of Equity Shares issued during the year multiplied by the time weighting factor. The time weighting factor is the number of days for which the specific shares are outstanding as a proportion of the total number of days during the year.
- The above statement should be read with significant accounting policies and notes on Restated Financial Statements as appearing in the Financial Statements.
- The EPS has been calculated in accordance with AS 20 Earnings Per Share (EPS) issued by Institute of Chartered Accountants of India.

2. Net Asset Value (NAV) per Equity Share

Particulars	NAV per Share (₹)
As on March 31, 2025	29.35
As on March 31, 2024	21.81
As on March 31, 2023	18.51
As on September 30, 2025	32.47
Net Asset Value per Equity Share after the Issue	[•]
Issue price per equity shares	[•]

- NAV (book value per share) = Total Net Assets divided by number of shares outstanding as adjusted for bonus as on March 31, 2025, and every year.
- Net Assets is computed as the sum of Assets less sum of Liabilities.
- Issue Price per Equity Share will be determined by our Company in consultation with the Book Running Lead Manager.

3. Comparison of Accounting Ratios with Industry Peers

The following peer group has been determined on the basis of companies listed on stock exchanges, whose business profile is comparable to our businesses

Name of the Company	CMP*	Basic EPS (₹)	Diluted EPS (₹)	Face Value (₹)	P/E Ratio*	RoNW (%)	NAV Per Share	Total Income (₹ in Lakhs)
Peer Group								
Ethos Ltd	2,901.70	39.33	39.33	10	73.78	9.80%	401.22	1,27,592.69
Our Company	[•]*	6.96	6.96	10	[•]*	22.77%	29.35	6,078.28

Source:

- Basic and Diluted EPS refers to the Basic and Diluted EPS sourced from the Annual Reports for FY 2024-25 of the listed peer companies.
- P/E figures for the peers are based on closing market prices of equity shares on NSE on November 21, 2025 divided by the dilutive EPS as at March 31, 2025
- Return on Net Worth (%) for listed industry peers has been computed based on the Net Profit After Tax for the year ended March 31, 2025 divided by Total Equity as on March 31, 2025.
- NAV per share for listed peers is computed as the Total Equity as on March 31, 2025 divided by the outstanding number of equity shares as on March 31, 2025.
- The financial figures of our Company have been derived from the Restated Consolidated Financial Statements.

*The details shall be provided post the fixing of the price band by our Company at the stage of the red herring prospectus or the filing of the price band advertisement.

Key Performance Indicators (KPI) of our company

(Rs. in Lakhs)

Key Performance Indicator	Luxury Time Limited			
	For the Year / Period ended on			
	September 30, 2025	March 31, 2025	March 31, 2024	March 31, 2023
Revenue from Operations	2,485.50	6,033.79	5,017.59	5,278.99
Growth in Revenue from Operations (%)	NA	20.25%	(4.95%)	30.58%
Other Income	5.54	44.49	40.91	6.98
Total Income	2,491.04	6,078.28	5,058.50	5,285.97
EBITDA	294.48	621.18	315.28	397.43
EBITDA Margin (%)	11.82%	10.22%	6.23%	7.52%
Net Profit for the Year	201.02	429.47	201.06	257.68
PAT Margin (%)	8.09%	7.12%	4.01%	4.88%
Net worth	2,086.84	1,885.82	1,331.35	1,130.29
Return on Net worth (%)	9.63%	22.77%	15.10%	22.80%
Return on Capital Employed (%)	12.41%	29.78%	18.25%	28.08%
Debt-Equity Ratio	0.10	0.08	0.23	0.19

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