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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. 151 of this Prospectus.

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

## OUR PROMOTERS: ASHOK GOEL AND PAWAN CHOCHAN

INITIAL PUBLIC OFFER OF EQUITY SHARES ON SME PLATFORM OF BSE LIMITED (BSE) IN COMPLIANCE WITH CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA  
(ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018

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:

1. Watch Distribution (B2B)
2. Direct-to-Consumer (D2C) & E-commerce Sales
3. After-Sales Services
4. Branding, PR & Marketing Support
5. 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, PR and merchandising, event activations, and adoption of digital technology for operations and customer engagement.

## BASIS OF ALLOTMENT

INITIAL PUBLIC OFFERING 22,84,800 EQUITY SHARES OF RS. 10/- EACH ("EQUITY SHARES") OF LUXURY TIME LIMITED ("LT" OR THE "COMPANY") FOR CASH AT A PRICE OF RS. 82/- PER EQUITY SHARE (THE "OFFER PRICE"), AGGREGATING TO RS. 1873.54 LAKHS ("THE OFFER"), COMPRISING A FRESH OFFER OF 18,28,800 EQUITY SHARES AGGREGATING TO RS. 1499.62 LAKHS BY OUR COMPANY ("FRESH OFFER") AND AN OFFER FOR SALE OF 4,56,000 EQUITY SHARES BY MR. ASHOK GOEL AND MR. PAWAN CHOCHAN ("THE PROMOTER SELLING SHAREHOLDERS") AGGREGATING TO RS. 373.92 LAKHS ("OFFER FOR SALE"). OUT OF THE OFFER, 2,14,400 EQUITY SHARES AGGREGATING TO RS. 175.81 LAKHS RESERVED FOR SUBSCRIPTION BY MARKET MAKER ("MARKET MAKER RESERVATION PORTION"). THE OFFER LESS THE MARKET MAKER RESERVATION PORTION I.E. OFFER OF 20,70,400 EQUITY SHARES OF FACE VALUE OF RS. 10.00/- EACH AT AN OFFER PRICE OF RS. 82/- PER EQUITY SHARE AGGREGATING TO RS. 1697.73 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

THE FACE VALUE OF THE EQUITY SHARE IS ₹ 10/- AND OFFER PRICE IS ₹ 82/-

THE OFFER PRICE IS 8.2 TIMES OF THE FACE VALUE OF THE EQUITY SHARE

ANCHOR INVESTOR ISSUE OFFER: ₹ 82 PER EQUITY SHARE THE ISSUE PRICE IS 8.2 TIMES OF THE FACE VALUE

## BID/ISSUE PROGRAMME

ANCHOR INVESTOR BIDDING DATE WAS: WEDNESDAY, DECEMBER 03, 2025

BID/ ISSUE OPENED ON: THURSDAY, DECEMBER 04, 2025

BID/ ISSUE CLOSED ON: MONDAY, DECEMBER 08, 2025

## RISKS TO INVESTORS

Summary Description of Key Risk Factors Based on Materiality:

1. 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.
2. If we cannot maintain and expand our existing client base, our business, financial condition, cash flows and results of operations may be adversely affected.
3. 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.
4. We have had negative cash flows from Operating activities in the past in some of the recent years.
5. Our Company has in the past not complied with the certain provisions of the Companies Act, 2013.
6. We currently hold distribution rights in India for certain brands, but there can be no assurance that such will continue in the future.
7. 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.
8. 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.
9. 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.
10. 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:

- i. The figures disclosed above are based on the Restated Consolidated Financial Statements of the Company.
- ii. The face value of each equity share is Rs. 10.00
- iii. Basic EPS: Net Profit after tax as restated divided by weighted average number of Equity Shares outstanding at the end of the year.
- iv. 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.
- v. 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.
- vi. The above statement should be read with significant accounting policies and notes on Restated Financial Statements as appearing in the Financial Statements.
- vii. The EPS has been calculated in accordance with AS 20 Earnings Per Share (EPS) issued by Institute of Chartered Accountants of India.

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	43.45
Issue price per equity shares	82

- 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 is determined by our Company in consultation with the Book Running Lead Manager.

1. Comparison of Accounting Ratios with Industry Peers

The following peer group has been determined on the basis of companies listed on Indian 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	82*	6.96	6.96	10	15.76*	22.77%	29.35	6,078.28

Source:

1. 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.
2. P/E figures for the peers are based on closing market prices of equity shares on NSE on November 24, 2025 divided by the dilutive EPS as at March 31, 2025
3. 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.
4. 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.
5. The financial figures of our Company have been derived from the Restated Consolidated Financial Statements.
6. P/E figures of our company is based on offer price divided by Post IPO Basic and Diluted EPS for FY 2024-25.

Key Performance Indicators (KPI) of our company

(₹ In Lakhs, except % and ratios)

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

Notes:

- (1) Revenue from operations represents the revenue from sale of service & product & other operating revenue of our Company as recognized in the Restated financial information.
- (2) Total income includes revenue from operations and other income.
- (3) EBITDA means Earnings before interest, taxes, depreciation and amortization expense, which has been arrived at by obtaining the profit before tax/ (loss) for the year / period and adding back interest cost, depreciation, and amortization expense.
- (4) EBITDA margin is calculated as EBITDA as a percentage of total income.
- (5) Restated profit for the period / year margin is calculated as restated profit for the period / year divided by revenue from operations.
- (6) PAT Margin (%) is calculated as Profit for the year/period as a percentage of Revenue from Operations.
- (7) Return on net worth is calculated as Net profit after tax, as restated, attributable to the owners of the Company for the year/ period divided by Net worth at the end of respective period/year. Net worth means aggregate value of the paid-up equity share capital and reserves & surplus.
- (8) RoE is calculated as Net profit after tax divided by Average Equity.
- (9) Return on capital employed calculated as Earnings before interest and taxes divided by capital employed as at the end of respective period/year. (Capital employed calculated as the aggregate value of Tangible networth, total debt and deferred tax liabilities)
- (10) Debt-equity ratio is calculated by dividing total debt by total equity. Total debt represents long-term and short-term borrowings. Total equity is the sum of share capital and reserves & surplus

2. Weighted average return on net worth for the last 3 FYs, and return on net worth for any interim period for the issuer company

Return on Net Worth (RoNW):

Year ended	RoNW(%)	Weight
FY 2024-25	22.77%	3
FY 2023-24	15.10%	2
FY 2022-23	22.80%	1
Weighted Average	20.22%	
For the period ended September 30, 2025*	9.63%	

\*Not Annualised

Note:

- RoNW is calculated as net profit after taxation divided by shareholders' funds for that year. Shareholders' funds = Share capital + reserves & surplus – revaluation reserves (if any).
- Net worth is computed as the sum of the aggregate of paid up equity share capital, all reserves created out of the profits, securities premium account received in respect of equity shares and debit or credit balance of profit and loss account.
- Weighted Average = Aggregate of year wise weighted RoNW divided by the aggregate of weights i.e. (RoNW x Weight) for each year divide by Total of weights.

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BENGALJIRUI