

This is an advertisement issued, pursuant to Regulation 3Q(1) and Schedule V of the SEBI (Issue and Listing of Non-Convertible Securities) Regulations, 2021, as amended, for information purpose only.

Published in FINANCIAL EXPRESS Dt.27-APR-2023



CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED

Our Company was originally incorporated as a public limited company under the name of 'Cholamandalam Investment and Finance Company Limited' under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies, Tamil Nadu at Chennai ('RoC') on August 17, 1978. It commenced its business pursuant to a certificate of commencement of business dated November 22, 1978 issued by the RoC. The name of the Company was changed to Cholamandalam DBS Finance Limited pursuant to a fresh certificate of incorporation issued by the RoC on April 12, 2006 and was subsequently changed to 'Cholamandalam Investment and Finance Company Limited' pursuant to a fresh certificate of incorporation issued by the RoC on June 2, 2010. The RoC of our Company is L56567H/1978PL/2007576. We have obtained a certificate of registration dated June 5, 2011, bearing number 07-00308 issued by the RBI to commence carry on the business of non-banking financial institution under Section 45-At of the RBI Act, 1934 and another certificate of registration dated December 15, 2022, bearing number N-07-00883, to commence carry on the factoring business without accepting public deposits. Further, our Company has also been classified as NBFC-ICI. For more information about our Company, please see 'General Information' on page 16 of the Tranche I Prospectus and 'History and Certain Corporate Matters' on page 160 of the Shelf Prospectus.

Corporate Identity Number: L56567H/1978PL/2007576; PAN: AAACQ228H

Registered and Corporate Office: Dare House, No. 2, N.S.C. Bose Road, Parrys, Chennai 600 001, Tamil Nadu, India; Tel: +91 44 4090 7172; Website: www.cholamandalam.com; Email: investors@chola.munugappa.com
Company Secretary and Compliance Officer: P. Sujatha; Tel: +91 44 4090 7172; Email: sujathap@chola.munugappa.com; Chief Financial Officer: D. Anil Selvan; Tel: +91 44 4090 7172; Email: anilselvan@chola.munugappa.com

THE ISSUE

PUBLIC ISSUE BY OUR COMPANY OF SECURED, RATED, LISTED, REDEEMABLE NON-CONVERTIBLE DEBENTURES OF FACE VALUE OF ₹ 1,000 EACH ('NCDs') FOR AN AMOUNT AGGREGATING UP TO ₹ 500 CRORES ('BASE ISSUE SIZE') WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹ 500 CRORE, AGGREGATING UP TO ₹ 1,000 CRORE HEREINAFTER REFERRED TO AS THE 'TRANCHE I ISSUE' WHICH WITHIN THE SHELF LIMIT OF ₹ 5,000 CRORES AND IS BEING OFFERED BY WAY OF THE TRANCHE I PROSPECTUS DATED APRIL 19, 2023, CONTAINING INTER ALIA THE TERMS AND CONDITIONS OF THE TRANCHE I ISSUE (TRANCHE I PROSPECTUS), WHICH SHOULD BE READ TOGETHER WITH THE SHELF PROSPECTUS DATED APRIL 19, 2023 ('SHELF PROSPECTUS') FILED WITH THE REGISTRAR OF COMPANIES, TAMIL NADU AT CHENNAI ('ROC'), STOCK EXCHANGES AND SECURITIES AND EXCHANGE BOARD OF INDIA ('SEBI'), THE SHELF PROSPECTUS AND THE TRANCHE I PROSPECTUS CONSTITUTE THE PROSPECTUS ('PROSPECTUS').

THE TRANCHE I ISSUE IS BEING MADE PURSUANT TO THE PROVISIONS OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE AND LISTING OF NON-CONVERTIBLE SECURITIES) REGULATIONS, 2021, AS AMENDED (THE 'SEBI NSC REGULATIONS'), THE COMPANIES ACT, 2013 AND RULES MADE THEREUNDER, EACH AS AMENDED (THE 'COMPANIES ACT, 2013') TO THE EXTENT NOTIFIED AND THE SEBI OPERATIONAL, CIRCULAR, THE ISSUE IS NOT UNDERWRITTEN.

Credit Rating: "IND AA+/Stable" by India Ratings & Research Private Limited and "[ICRA]AA+ (Stable)" by ICRA Limited | Allotment on first come first serve basis*

*Allotment in the public issue of debt securities shall be made on the basis of date of upload of each application into the electronic book of the Stock Exchanges in accordance with the SEBI Operational Circular. However, from the date of over subscription and thereafter, the allotments will be made to the applicants on proportionate basis. For further details refer section titled 'Issue Related Information' on page 36 of the Tranche I Prospectus.

TRANCHE I ISSUE CLOSES ON THURSDAY, APRIL 27, 2023*

Last date for submitting application is Thursday, April 27, 2023

*Pursuant to the Tranche I Prospectus dated April 19, 2023, the Tranche I Issue opened on Tuesday, April 25, 2023 and was scheduled to close on Tuesday, May 9, 2023, with an option for early closure or extension in compliance of Regulation 33A of the SEBI NSC Regulations, by such period as may be decided by the Board of Directors of our Company or the Debenture Committee thereof. In terms of the Tranche I Prospectus, our Company has exercised the option of early closure and the Debenture Committee vide its resolution dated April 27, 2023, decided to pre-close the Tranche I Issue on Thursday, April 27, 2023, in compliance of Regulation 33A of the SEBI NSC Regulations. In terms of the Tranche I Prospectus, our Company is giving this public notice of early closure. Application Forms for the Tranche I Issue will be accepted only from 10.00 a.m. to 5.00 p.m. on such extended time as may be permitted by the Stock Exchanges, on Working Days during the Tranche I Issue Period. On the Tranche I Issue Closing Date, Application Forms will be accepted only between 10.00 a.m. to 3.00 p.m. (Indian Standard Time) on such extended time as may be permitted by the Stock Exchanges. Further, pending mandate requests for bids placed on the last day of bidding will be validated by 5.00 p.m. on one Working Day post the Tranche I Issue Closing Date i.e. April 28, 2023. For further details, see 'Issue Related Information' on page 36 of the Tranche I Prospectus.

OUR PROMOTERS

Our Promoters are Cholamandalam Financial Holdings Limited, Ambadi Investments Limited, M V Subbiah, M A Alagappan, A Vellayan, A Venkatachalam, M M Murugappan, M M Venkatachalam, M A M Arunachalam, S Vellayan, Arun Alagappan, M M Veerappan, V Narayanan, V Arunachalam, M M Muthiah, M V Muthiah, Arun Venkatachalam, M V Subramanian, M V Murugappan HUF, M V Subbiah HUF, M A Alagappan HUF, A Vellayan HUF, A Venkatachalam HUF, M M Murugappan HUF, M A M Arunachalam HUF, M M Venkatachalam HUF, M M Muthiah HUF, M A M Arunachalam HUF, Murugappa & Sons (M V Subbiah, M A Alagappan & M M Murugappan hold shares on behalf of the firm) Tube Investments of India Limited, A.M.A. Arunachalam, V.V. Somayajulu, and Copeland Enterprises Limited, Ambadi Enterprises Limited, Carbondrum Universal Limited, E.I.D. Parry (India) Limited, M A Alagappan (holds shares on behalf of Kadamane Estates), Tel: +91 44 4090 7172; Email: investors@chola.munugappa.com. For further details, see 'Our Promoters' beginning on page 177 of the Shelf Prospectus.

THE FOLLOWING IS A SUMMARY OF THE TERMS AND CONDITIONS OF THE NCDs TO BE ISSUED PURSUANT TO THE TRANCHE I PROSPECTUS

Series	I	II	III*	IV	V	VI
Frequency of Interest Payment	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
Minimum Application	₹ 10,000 (10 NCDs) across all series					
In Multiples of thereafter (₹)	₹ 1,000 (1 NCD)					
Face Value/Issue Price of NCDs (₹ NCD)	₹ 1,000					
Tenor	22 months	22 months	37 months	37 months	60 months	60 months
Coupon (% per annum) for NCD Holders in all Categories of Investors	8.25%	NA	8.30%	NA	8.40%	NA
Effective Yield (% per annum) for NCD Holders in all Categories of Investors	8.26%	8.25%	8.30%	8.30%	8.39%	8.40%
Mode of Interest Payment	Through various modes available					
Redemption Amount (₹ / NCD) on Maturity for NCD Holders in all Categories of Investors	₹ 1,000	₹ 1,156.64	₹ 1,000	₹ 1,279.15	₹ 1,000	₹ 1,497.40
Maturity / Redemption Date (from the Deemed Date of Allotment)	22 months	22 months	37 months	37 months	60 months	60 months
Put and Call Option	Not Applicable					

*Our Company shall absorb and fulfil Series III NCDs wherein the Applicants have not indicated the choice of the relevant NCD Series. With respect to Series wherein interest is to be paid on an annual basis, relevant interest will be paid on each anniversary of the Deemed Date of Allotment on the face value of the NCDs. The last interest payment under annual Series will be made at the time of redemption of the NCDs. Subject to applicable tax deducted at source, if any. For further details, please see the section entitled 'Statement of Possible Tax Benefits Available to the Debenture Holders' on page 27 of the Tranche I Prospectus. Please refer to 'Annexure C' of the Tranche I Prospectus, for details pertaining to the cash flows of the Company in accordance with the SEBI Operational Circular. Applicants are advised to ensure that they have obtained the necessary statutory and regulatory permissions/consents/approvals in connection with applying for, subscribing to, or seeking Allotment of NCDs pursuant to the Issue. For further details, see 'Issue Procedure' and 'Terms of the Issue' on page 55 and 36 of the Tranche I Prospectus.

ASBA* Simple, Safe, Smart way of Application!!!

*Applications Supported by Blocked Amount ('ASBA') is a better way of applying to issues by simply blocking the fund in the bank account. For further details, check section on ASBA below. Mandatory in public issues. No cheque will be accepted.



UPI - Now available in ASBA for Retail Individual Investors. Bidders are required to ensure that the bank account used for bidding is linked to their PAN

UNIFIED PAYMENTS INTERFACE

UPI is now available for Retail Individual Investors submitting bids up to an application value of ₹ 5,00,000, applying through Designated Intermediaries, SCBs or through the BSE Direct App/NSDL eGDSBID / Web interface of stock exchanges or any other permitted methods. For details of the ASBA and UPI Process, refer to the details given in the Application Form and also refer to the section titled 'Issue Procedure' beginning on page 50 of the Tranche I Prospectus. List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. HUD-C Bank Limited has been appointed as Sponsor bank for the Tranche I Issue, in accordance with the requirement of the SEBI Operational Circular dated August 10, 2022, on an amended.

NCDs ALLOTMENT WILL BE MADE IN DEMATERIALIZED FORM ONLY. ALLOTMENT IN CONSULTATION WITH THE LEAD MANAGER AND THE DESIGNATED STOCK EXCHANGE SHALL BE MADE ON THE BASIS OF THE DATE OF UPLOAD OF EACH APPLICATION INTO THE ELECTRONIC PLATFORM OF THE STOCK EXCHANGES, IN EACH PROPORTION SUBMITTED BY THE APPLICANTS. HOWEVER, FROM THE DATE OF OVER SUBSCRIPTION AND THEREAFTER, THE ALLOTMENTS WILL BE MADE TO THE APPLICANTS ON PROPORTIONATE BASIS. FOR FURTHER DETAILS REFER SECTION TITLED 'ISSUE RELATED INFORMATION' ON PAGE 36 OF THE TRANCHE I PROSPECTUS DATED APRIL 19, 2023.

Information required under Section 36 of Companies Act, 2013:

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see section titled 'History and Certain Corporate Matters' on page 160 of the Shelf Prospectus and Clause II of the Memorandum of Association of our Company. The Memorandum of Association of the Company is a document for information in relation to the Tranche I Issue. For further details, see the section titled 'Material Contracts and Documents for Inspection' on page 99 of the Tranche I Prospectus.

LIABILITY OF MEMBERS: Limited by shares.

AMOUNT OF SHARE CAPITAL OF THE COMPANY AS ON MARCH 31, 2023: The Authorised Share Capital of the Company is ₹ 7,40,00,00,000 divided into 1,20,00,00,000 Equity Shares of face value of ₹ 2 each and 5,00,00,00,000 Preference Shares of ₹ 100 each. The Issued Capital is ₹ 1,64,54,48,252 divided into 82,27,24,129 Equity Shares of face value of ₹ 2 each. The Subscribed and Paid-up Share Capital is ₹ 1,64,40,80,712 divided into 82,20,40,350 Equity Shares of face value of ₹ 2 each pursuant to forfeiture of 6,4,54,000 shares (1 per share) aggregating to ₹ 6,54,500.

NAMES OF THE SIGNATORIES AT THE TIME OF SIGNING OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF SHARES SUBSCRIBED FOR BY THEM AT THE TIME OF SIGNING THE MEMORANDUM OF ASSOCIATION: Given are the names of the signatories of the Memorandum of Association of the Company and the number of equity shares subscribed for by them at the time of signing of Memorandum of Association. A.M.A. Arunachalam, V.V. Somayajulu, A.R. Damodaran, M.V. Arunachalam, B. S. Badrathi, C.D. Gopinath and M.A. Alagappan were allotted 150, 100, 100, 100, 100 and 100 Equity Shares respectively at the time of incorporation of the Company aggregating to 700 Equity Shares of face value of ₹ 100 each.

LISTING: The NCDs offered through the Tranche I Prospectus and the Shelf Prospectus are proposed to be listed on BSE and NSE. Our Company has received an in-principle approval from BSE by way of its letter bearing reference number DCSBMPH-BOND/00223-4 dated April 13, 2023 and from NSE by way of its letter bearing reference number NSELIST/2023/0009 dated April 13, 2023. NSE shall be the Designated Stock Exchange.

GENERAL RISKS: Investment in debt securities involves a degree of risk and investors should not invest any funds in such securities unless they can afford to take the risk attached to such investments. Investors are advised to take an informed decision and to read the risk factors carefully before investing in this offering. For taking an informed decision, investors must rely on the examination of the issue including the risks involved in it. Specific attention should be invited to statement of risk factors contained under 'Risk Factors' on page 15 of the Shelf Prospectus and 'Material Developments' on page 227 of the Shelf Prospectus and page 25 of the Tranche I Prospectus. These risks are, and are intended to be, a complete list of all risks and considerations relevant to the debt securities or investor's decision to purchase such securities. The Shelf Prospectus and the Tranche I Prospectus has not been and will not be approved by any regulatory authority in India, including the Securities and Exchange Board of India ('SEBI'), the Reserve Bank of India ('RBI'), RoC or any stock exchange in India nor do they guarantee the accuracy or adequacy of this document.

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Draft Offer Document has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Shelf Prospectus and the Tranche I Prospectus for the full text of the 'Disclaimer Clause of BSE'.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Shelf Prospectus and the Tranche I Prospectus for the full text of the 'Disclaimer Clause of NSE'.

DISCLAIMER CLAUSE OF USE OF BSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by the BSE to use their network and software of the Online system should not in any way be deemed or construed as compliance with various statutory requirement approved by the Exchange; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements; nor does it take any responsibility for the financial or other soundness of the Company, its promoters, its management or any scheme or project of this Company. It also to be distinctly understood that the approval given by the Exchange is only to use the software for participating in system of making application process.

DISCLAIMER CLAUSE OF USE OF NSE ELECTRONIC PLATFORM: It is also to be distinctly understood that the approval given by the Exchange is only to use the software for participating in system of making application process. It is to be distinctly understood that the permission given by NSE to use their network and online platform for facilitating applications for public issue of NCDs shall not in any way be deemed or construed as compliance with various statutory and other requirements by the Company, Ltd. are; cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Shelf Prospectus and the Tranche I Prospectus for the full text of the 'Disclaimer Clause of NSE'.

DISCLAIMER CLAUSE OF USE OF BSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by the BSE to use their network and software of the Online system should not in any way be deemed or construed as compliance with various statutory requirement approved by the Exchange; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements; nor does it take any responsibility for the financial or other soundness of the Company, its promoters, its management or any scheme or project of this Company. It also to be distinctly understood that the approval given by the Exchange is only to use the software for participating in system of making application process.

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LEAD MANAGER TO THE ISSUE



A. K. Capital Services Limited
603, 3rd Floor, Windsor, C/O CST Road, Kalina,
Santacruz East, Mumbai 400 098, Maharashtra, India
Tel: +91 22 6754 6500, Facsimile: +91 22 6610 0594
Email: chola.ncd2023@akgroup.co.in
Investor Grievance Email: investor.grievance@akgroup.co.in
Website: www.akgroup.co.in
Contact Person: Anshul Wagle/ Mian Sani
Compliance Officer: Tejas Doshi
SEBI Registration No: IN0000210411
CIN: L74899MH1993PLC2742681

KFINTECH
KFIN Technologies Limited
(Formerly known as KFIN Technologies Private Limited)
Selatun, Tower B, Plot No.-31 & 32,
Financial District, Nanakramguda, Serilingampally,
Hyderabad Rangareddy 500 032, Telangana, India
Tel: +91 40 6716 2222; Facsimile: +91 40 6716 1563
Email: chola.ncd2023@kfinitech.com
Investor Grievance Email: investor.ncd@kfinitech.com
Website: www.kfinitech.com
Contact Person: M Nurali Krishna
SEBI Registration No: IN0000002221
CIN: L74007TG2017PL17649

India Ratings & Research
A Fitch Group Company
India Ratings & Research Pvt Ltd
Woodkraft Towers, 4th Floor, West Wing,
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Mumbai 400 051, Maharashtra, India
Tel: +91 22 4000 1700
Facsimile: +91 22 4004 1701
Email: info@indiaratings.co.in
Website: www.indiaratings.co.in
Contact Person: Jiny Gopal
Compliance Officer: Arunima Basu



ICRA Limited
Building No. 2, 2nd Floor, Tower A,
DLF Cyber City, Phase II,
Gurgaon 122 002, Haryana, India
Tel: +91 124 454 5300
Facsimile: +91 124 405 0424
Email: shivakumar@icraonline.com
Investor Grievance Email: investor@icraonline.com
Contact Person: L. Shivakumar
SEBI Registration No: INCR080015
CIN: L74999DL1991PL0424749



IDBI Trusteeship Services Limited**
Asian Building, Ground Floor, 17,
R Kanner Mangal, Ballard Estate, Mumbai 400 001,
Maharashtra, India
Tel: +91 22 40607073, Facsimile: +91 22 66311778
Email: info@idbitrustee.com / jusan@idbitrustee.com
Investor Grievance Email: response@idbitrustee.com
Website: www.idbitrustee.com
Contact Person: Sanjay Shah
Compliance Officer: Sanjay Shah
SEBI Registration No: INDC00000460
CIN: U05599MH2010GQ113154

COMPANY SECRETARY AND COMPLIANCE OFFICER

P. Sujatha

Dare House, No. 2, N.S.C. Bose Road Parrys, Chennai 600 001, Tamil Nadu, India; Contact Number: +91 44 4090 7172; Facsimile: +91 44 2534 6404; Email: sujathap@chola.munugappa.com

Investors may contact the Registrar to the Issue or the Company Secretary and Compliance Officer in case of any queries or for issue related issues such as non receipt of Allotment orders, demand orders, refund orders, non receipt of Debenture Certificates, transfers, or interest on application etc.

**IDBI Trusteeship Services Limited pursuant to Regulation 8 of the SEBI NSC Regulations and by way of letter dated March 27, 2023 has given its consent to its appointment as Debenture Trustee to the Issue and for its name to be included in the Draft Shelf Prospectus and the Tranche I Prospectus and in all the subsequent periodical communications sent to the holders of the Debentures Issued pursuant to the Issue. A copy of the Shelf Prospectus and the Tranche I Prospectus has been filed with the RoC, in terms of Section 26 and Section 31 of the Companies Act, 2013, along with the endorsed/certified copies of all requisite documents. For further details, see 'Material Contracts and Documents for Inspection' beginning on page 99 of the Tranche I Prospectus.

Disclaimer: CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED ('Company'), subject to market conditions and other considerations is proposing a public issue of Secured, Rated, Listed, Redeemable, Non-Convertible Debentures of face value of ₹ 1,000 each ('NCDs') and has filed the Shelf Prospectus dated April 19, 2023 (the 'Shelf Prospectus') and the Tranche I Prospectus dated April 19, 2023 (the 'Tranche I Prospectus') with the Registrar of Companies, Tamil Nadu at Chennai, National Stock Exchange of India Limited, BSE Limited and SEBI. The Shelf Prospectus and the Tranche I Prospectus are available on the Company's website www.cholamandalam.com, on the website of the stock exchanges at www.nseindia.com and www.bseindia.com, on the website of SEBI at www.sebi.gov.in and the website of the lead manager at www.akgroup.co.in. Investors proposing to participate in the Tranche I Issue should invest only on the basis of the information contained in the Shelf Prospectus and the Tranche I Prospectus. Investors should note that investment in this Public Issue of NCDs involves a high degree of risk and for details relating to the same, please refer to the Shelf Prospectus and the Tranche I Prospectus and your attention is drawn to the section on 'Risk Factors' beginning on page 15 of the Shelf Prospectus.

For CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED

Sd/-

Ravindra Kumar Kunda

Executive Director

DIN: 07337155

CONCEPT

This is an advertisement issued, pursuant to Regulation 30(1) and Schedule V of the SEBI (Issue and Listing of Non-Convertible Securities) Regulations, 2021, as amended, for information purpose only.

Published in DINAKURAL Dt.27-APR-2023



CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED

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Corporate Identity Number: L65903TN1978PL0007576; PAN: AAOC1226H

Registered and Corporate Office: Dare House, No. 2, N.S.C. Bose Road, Parys, Chennai 600 001, Tamil Nadu, India. Tel: +91 44 4090 7172. Website: www.cholamandalam.com. Email: investors@chola.murugappa.com
Company Secretary and Compliance Officer: P. Sujatha. Tel: +91 44 4090 7172. Email: sujathap@chola.murugappa.com. Chief Financial Officer: J. Anil. Tel: +91 44 4090 7172. Email: anil@chola.murugappa.com

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PUBLIC ISSUE BY OUR COMPANY OF SECURED, RATED, LISTED, REDEEMABLE NON-CONVERTIBLE DEBENTURES OF FACE VALUE OF ₹ 1,000 EACH ('NCDs') FOR AN AMOUNT AGGREGATING UP TO ₹ 500 CRORES ('BASE ISSUE SIZE') WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹ 500 CRORES, AGGREGATING UP TO ₹ 1,000 CRORES (HEREINAFTER REFERRED TO AS THE 'TRANCHE I ISSUE') WHICH IS WITHIN THE SELF LIMIT OF ₹ 5,000 CRORES AND IS BEING OFFERED BY WAY OF THE TRANCHE I PROSPECTUS DATED APRIL 19, 2023, CONTAINING INTER ALIA THE TERMS AND CONDITIONS OF THE ISSUE ('TRANCHE I PROSPECTUS'), WHICH SHOULD BE READ TOGETHER WITH THE SHELF PROSPECTUS DATED APRIL 19, 2023 ('SHELF PROSPECTUS') FILED WITH THE REGISTRAR OF COMPANIES, TAMIL NADU AT CHENNAI ('RoC'), STOCK EXCHANGES AND SECURITIES AND EXCHANGE BOARD OF INDIA ('SEBI'), THE SHELF PROSPECTUS AND THE TRANCHE I PROSPECTUS CONSTITUTE THE PROSPECTUS ('PROSPECTUS').

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Credit Rating: "IND AA+/Stable" by India Ratings & Research Private Limited and "ICRA/AA+ (Stable)" by ICRA Limited | Allotment on first come first serve basis*

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TRANCHE I ISSUE CLOSURES ON THURSDAY, APRIL 27, 2023*

Last date for submitting application is Thursday, April 27, 2023

*Pursuant to the Tranche I Prospectus dated April 19, 2023, the Tranche I Issue opened on Tuesday, April 25, 2023 and was scheduled to close on Tuesday, May 9, 2023, with an option for early closure or extension in compliance of Regulation 33A of the SEBI NCS Regulations, by such period as may be decided by the Board of Directors of our Company or the Debenture Committee thereof. In terms of Tranche I Prospectus, our Company has exercised the option of early closure and the Debenture Committee vide its resolution dated April 25, 2023 decided to pre-close the Tranche I Issue on Thursday, April 27, 2023, in compliance of Regulation 33A of the SEBI NCS Regulations. In terms of the Tranche I Prospectus, our Company is giving this public notice of such early closure. Application Forms for the Tranche I Issue will be accepted only from 10.00 a.m. to 5.00 p.m. on such extended time as may be permitted by the Stock Exchanges, on Working Days of the Tranche I Issue Period. On the Tranche I Issue Closing Date, Application Forms will be accepted only between 10.00 a.m. to 5.00 p.m. (Indian Standard Time) or such extended time as may be permitted by the Stock Exchanges. Further, pending material requests for bids placed on the last day of bidding will be validated by 5.00 p.m. on one Working Day post the Tranche I Issue Closing Date (i.e. April 28, 2023). For further details, see 'Issue Related Information' on page 36 of the Tranche I Prospectus.

OUR PROMOTERS

Our Promoters are Cholamandalam Financial Holdings Limited, Ambadi Investments Limited, M V Subbiah, M A Alagappan, A Vellayan, A Venkatchalam, M M Murugappan, M M Venkatchalam, M A M Arunachalam, S Vellayan, Arun Alagappan, M V Veerappan, V Narayanan, V Arunachalam, M Muthiah, M V Muthiah, Arun Venkatchalam, M Subramanian, M V Murugappan HUF, M V Subbiah HUF, M A Alagappan HUF, A Vellayan HUF, M M Murugappan HUF, M M Venkatchalam HUF, M A M Arunachalam HUF, M Muthiah HUF, Murugappa & Sons (M V Subbiah, M A Alagappan & M M Murugappan hold shares on behalf of the firm) Tube Investments of India Limited, New Ambadi Estates Private Limited, Comarandel International Limited, Ambadi Enterprises Limited, Carboundum Universal Limited, E.I.D. Parry (India) Limited, M A Alagappan (holds shares on behalf of Kadamane Estates). Tel: +91 44 4090 7172. Email: investors@chola.murugappa.com. For further details, see 'Our Promoters' beginning on page 177 of the Shelf Prospectus.

THE FOLLOWING IS A SUMMARY OF THE TERMS AND CONDITIONS OF THE NCDs TO BE ISSUED PURSUANT TO THE TRANCHE I PROSPECTUS

Series	I	II	III*	IV	V	VI
Frequency of Interest Payment	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
Minimum Application			₹ 10,000 (10 NCDs) across all series			
In Multiples of thereafter (₹)			₹ 1,000 (1 NCD)			
Face Value/ Issue Price of NCDs (₹ NCD)			₹ 1,000			
Tenor	22 months	22 months	37 months	37 months	60 months	60 months
Coupon (% per annum) for NCD Holders in all Categories of Investors	8.25%	NA	8.30%	8.30%	8.40%	NA
Effective Yield (% per annum) for NCD Holders in all Categories of Investors	8.26%	8.25%	8.30%	8.30%	8.39%	8.40%
Mode of Interest Payment			Through various modes available			
Redemption Amount (₹ NCD) on Maturity for NCD Holders in all Categories of Investors	₹ 1,000	₹ 1,156.64	₹ 1,000	₹ 1,279.15	₹ 1,000	₹ 1,497.40
Maturity / Redemption Date (from the Deemed Date of Allotment)	22 months	22 months	37 months	37 months	60 months	60 months
Put and Call Option			Not Applicable			

*Our Company shall allocate and allot Series III NCDs when the Applicants have not indicated the choice of the relevant NCD Series.

With respect to Series where interest is to be paid on an annual basis, relevant interest will be paid on each anniversary of the Deemed Date of Allotment on the face value of the NCDs. The last interest payment under annual Series will be made at the time of redemption of the NCDs. Subject to applicable tax deducted at source, if any. For further details, please see the section entitled 'Statement of Possible Tax Benefits Available to the Debenture Holders' on page 27 of the Tranche I Prospectus.

Please refer to 'Annexure C' of the Tranche I Prospectus, for details pertaining to the cash flows of the Company in accordance with the SEBI Operational Circular.

Applicants are advised to ensure that they have obtained the necessary statutory and regulatory permissions/consents/approvals in connection with applying for, subscribing to, or seeking Allotment of NCDs pursuant to the Issue. For further details, see 'Issue Procedure' and 'Terms of the Issue' on pages 55 and 56 of the Tranche I Prospectus.

ASBA* Simple, Safe, Smart way of Application!!!

*Applications Supported by Banked Amount ('ASBA') is a better way of applying to issues by simply blocking the fund in the bank account. For further details, check section on ASBA below. Mandatory in public issues. No cheque will be accepted.



UPI - Now available in ASBA for Retail Individual Investors. Bidders are required to ensure that the bank account used for bidding is linked to their PAN

UPI is now available for Retail Individual Investors submitting bids up to an application value of ₹ 5,00,000, applying through Designated Intermediaries, SCBS or through the BSE Direct App/NSCgDID Web interface of stock exchanges or any other permitted methods. For details of the ASBA and UPI Process, refer to the details given in the Application Form and also refer to the section titled 'Issue Procedure' beginning on page 55 of the Tranche I Prospectus. List of banks supporting UPI is available on the website of SEBI at www.sebi.gov.in. HFC Bank Limited has been appointed as Sponsor Bank for the Tranche I Issue, in accordance with the requirement of the SEBI Operational Circular dated August 10, 2022, on an amended.

NCDs ALLOTMENT WILL BE MADE IN DEMATERIALIZED FORM ONLY. ALLOTMENT IN CONSULTATION WITH THE LEAD MANAGER AND THE DESIGNATED STOCK EXCHANGE SHALL BE MADE ON THE BASIS OF THE DATE OF UPLOAD OF EACH APPLICATION INTO THE ELECTRONIC PLATFORM OF THE STOCK EXCHANGES, IN EACH PROPORTION SUBJECT TO THE ALLOCATION RATIO.

HOWEVER, FROM THE DATE OF OVER SUBSCRIPTION AND THEREAFTER, THE ALLOTMENTS WILL BE MADE TO THE APPLICANTS ON PROPORTIONATE BASIS. FOR FURTHER DETAILS REFER SECTION TITLED 'ISSUE RELATED INFORMATION' ON PAGE 36 OF THE TRANCHE I PROSPECTUS DATED APRIL 19, 2023.

Information required under Section 38 of Companies Act, 2013:

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see section titled 'History and Certain Corporate Matters' on page 160 of the Shelf Prospectus and Clause 11 of the Memorandum of Association of our Company. The Memorandum of Association of the Company is a document for inspection in relation to the Tranche I Issue. For further details, see the section titled 'Material Contracts and Documents for Inspection' on page 99 of the Tranche I Prospectus.

LIABILITY OF MEMBERS: Limited by shares

AMOUNT OF SHARE CAPITAL OF THE COMPANY AS ON MARCH 31, 2023: The Authorized Share Capital of the Company is ₹ 7,40,00,00,00,000 divided into 1,20,00,00,00,000 Equity Shares of face value of ₹ 2 each and 5,00,00,00,000 Preference Shares of ₹ 100 each. The Issued Capital is ₹ 1,64,54,48,282 divided into 82,27,21,26 Equity Shares of face value of ₹ 2 each. The Subscribed and Paid up Share Capital is ₹ 1,64,40,80,712 divided into 82,20,40,356 Equity Shares of face value of ₹ 2 each pursuant to forfeiture of 6,84,500 Shares (1 per share) aggregating to ₹ 13,50,000.

NAMES OF THE SIGNATORIES AT THE TIME OF SIGNING OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF SHARES SUBSCRIBED FOR BY THEM AT THE TIME OF SIGNING OF THE MEMORANDUM OF ASSOCIATION: Given are the names of the signatories of the Memorandum of Association of the Company, the number of equity shares subscribed of face value of ₹ 100 each by them at the time of signing of Memorandum of Association: A.M.M. Arunachalam, J.V. Somayajulu, A.R. Damodaran, M.V. Arunachalam, B.S. Badarige, C.D. Gopinath and M.A. Alagappan were allotted 150, 100, 100, 100, 50, 100 and 100 Equity Shares respectively at the time of incorporation of the Company aggregating to 700 Equity Shares of face value of ₹ 100 each.

LISTING: The NCDs offered through the Tranche I Prospectus and the Shelf Prospectus are proposed to be listed on BSE and NSE. Our Company has received an in-principle approval from BSE by way of its letter bearing reference number DCS/SM/PL/SCND/002/24 dated April 13, 2023 and from NSE by way of its letter bearing reference number NSE/LSI/2022/30060 dated April 13, 2023. NSE shall be the Designated Stock Exchange.

GENERAL RISKS: Investment in debt securities involve a degree of risk and investors should not invest any funds in such securities unless they are able to afford the risk attached to such investments. Investors are advised to take an informed decision and to read the risk factors carefully before investing in this offering. For taking an investment decision, investors must rely on their examination of the issue including the risks involved in it. Specific attention of investors is invited to statement of risk factors contained under 'Risk Factors' on page 15 of the Shelf Prospectus and 'Material Developments' on page 227 of the Tranche I Prospectus. These risks are, and are not intended to be, a complete list of all risks and considerations relevant to the debt securities or investor's decision to purchase such securities. The Shelf Prospectus and the Tranche I Prospectus have not been and will not be approved by any regulatory authority in India, including the Securities and Exchange Board of India ('SEBI'), the Reserve Bank of India ('RBI'), RoC or any stock exchange in India nor do they guarantee the accuracy or adequacy of this document.

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Draft Offer Document has been passed or approved by BSE; nor does it certify the correctness or completeness of any of the contents of the Prospectus. The investors are advised to refer to the Shelf Prospectus and the Tranche I Prospectus for the full text of the 'Disclaimer Clause of BSE'.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been passed or approved by NSE; nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Shelf Prospectus and the Tranche I Prospectus for the full text of the 'Disclaimer Clause of NSE'.

DISCLAIMER CLAUSE OF USE OF BSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by the BSE to use their network and software of the Online system should not in any way be deemed or construed as compliance with various statutory requirement approved by the Exchange; nor does it any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements; nor does it bear any responsibility for the financial or other soundness of the Company, its promoters, its management or any scheme or project of this Company. It is to be distinctly understood that the approval given by the Exchange is only to use the software for participating in system of making application process.

DISCLAIMER CLAUSE OF USE OF NSE ELECTRONIC PLATFORM: It is also to be distinctly understood that the approval given by the Exchange is only to use the software for participating in system of making application process. It is to be distinctly understood that the permission given by the NSE to use their network and online platform for facilitating applications for public issue of NCDs shall not in any way be deemed or construed as compliance with various statutory and other requirements by the Company, LM etc., are cleared for

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	CREDIT RATING AGENCY	DEBENTURE TRUSTEE**
A.K. Capital Services Limited 603, C Floor, Winstar, 4 th Floor, Road, Kalina, Santacruz East, Mumbai 400 099, Maharashtra, India. Tel: +91 22 6754 5000. Facsimile: +91 22 6810 0594 Email: chola.ncd2023@akgroup.co.in Investor Grievance Email: investor.grievance@akgroup.co.in Website: www.akgroup.co.in Contact Person: Anchal Wagle/ Milan Soni Compliance Officer: Tejas Darda SEBI Registration No.: INM000104111 CIN: L74909AH1993PLC274881	KFIN Technologies Limited (Rformerly known as KFIN Technologies Private Limited) Selenium, Tower B, Plot No. 31 & 32, Financial District, Nanakramguda, Serilingampally, Hyderabad Rangareddy 500 052, Telangana, India Tel: +91 40 6716 2222. Facsimile: +91 40 6716 1563 Email: chola.ncd2023@kfinetech.com Investor Grievance Email: investor.grievance@kfinetech.com Website: www.kfinetech.com Contact Person: M. Murali Krishna SEBI Registration No.: INR000002221 CIN: L74909AH1993PLC274881	India Ratings & Research Pvt Ltd Woodstock Towers, 4 th Floor, West Wing, Bandra Kurla Complex, Bandra East, Mumbai 400 051, Maharashtra, India Tel: +91 22 4090 1700 Facsimile: +91 22 4000 1701 Email: info@indiaratings.co.in Website: www.indiaratings.co.in Contact Person: Jaiyay Gade Compliance Officer: Anvita Basu	IDBI Trustee Services Ltd IDBI Trustee Services Limited IDBI Trustee Services Limited Building No. 8, 2 nd Floor, Tower A, DLF Cyber City, Phase II, Gurgaon 122 002, Haryana, India Tel: +91 121 454 5300 Facsimile: +91 121 454 0324 Email: shivakumar@idbitrustee.com Website: www.idbitrustee.com Contact Person: Shal Shah Compliance Officer: Sneha Jadhav SEBI Registration No.: INDC00000480 CIN: U65901MH2001G0131154

Dare House, No. 2, N.S.C. Bose Road Parys, Chennai 600 001, Tamil Nadu, India. Tel: +91 44 4090 7172. Facsimile: +91 44 2534 8484. Email: sujathap@chola.murugappa.com

Investors may contact the Registrar to the Issue or the Company Secretary and Compliance Officer in case of any pre-issue or post-issue related issues such as non-receipt of Allotment Orders, demand credit, refund and interest on application amount etc.

*IDBI Trustee Services Limited pursuant to Regulation 9 of the SEBI NCS Regulations and by way of letter dated March 27, 2023 has given its consent for its appointment as Debenture Trustee to the Issue and for its name to be included in the Draft Shelf Prospectus, the Shelf Prospectus and the Tranche I Prospectus and in all the subsequent periodical communications sent to the holders of the Debentures issued pursuant to the Issue. A copy of the Shelf Prospectus and the Tranche I Prospectus has been filed with the RoC, in terms of Section 26 and Section 31 of the Companies Act, 2013, along with the endorsed/certified copies of all requisite documents. For further details, see 'Material Contracts and Documents for Inspection' beginning on page 99 of the Tranche I Prospectus.

Disclaimer: CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED ('Company'), subject to market conditions and other considerations is proposing a public issue of Secured, Rated, Listed, Redeemable, Non-Convertible Debentures of face value of ₹ 1,000 each ('NCDs') and has filed the Shelf Prospectus dated April 19, 2023 (the 'Shelf Prospectus') and the Tranche I Prospectus dated April 19, 2023 (the 'Tranche I Prospectus') with the Registrar of Companies, Tamil Nadu at Chennai, National Stock Exchange of India Limited, BSE Limited and the Tranche I Prospectus are available on the Company's website www.cholamandalam.com, on the website of the stock exchanges at www.nseindia.com and www.bseindia.com and on the website of SEBI at www.sebi.gov.in and the website of the lead manager at www.akgroup.co.in. Investors proposing to participate in the Tranche I Issue, should read only on the basis of the information contained in the Shelf Prospectus and the Tranche I Prospectus. Investors should note that investment in the Public Issue of NCDs involves a high degree of risk and for details relating to the same, please refer to the Shelf Prospectus and the Tranche I Prospectus and your attention is drawn to the section titled 'Risk Factors' beginning on page 15 of the Shelf Prospectus.

For CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED

Place: Chennai
Date: April 25, 2023

Sd/-
Ravindra Kumar Kurundu
Executive Director
DIN: 07337155
CONCEPT

This is an advertisement issued, pursuant to Regulation 30(1) and Schedule V of the SEBI (Issue and Listing of Non-Convertible Securities) Regulations, 2021, as amended, for information purpose only.

Published in JANSATTA Dt. 27-APR-2023



Enter a better life

CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED

Our Company was originally incorporated as a public limited company under the name of 'Cholamandalam Investment and Finance Company Limited' under the Companies Act, 1956, pursuant to a certificate of incorporation issued by the Registrar of Companies, Tamil Nadu at Chennai ('RoC') on August 17, 1978. It commenced its business pursuant to a certificate of commencement of business dated November 22, 1978 issued by the RoC. The name of our Company was changed to Cholamandalam Investment and Finance Company Limited pursuant to a fresh certificate of incorporation issued by the RoC on June 2, 2011. The RoC of our Company is L65907N/1978PL/000756. We have obtained a certificate of registration dated June 9, 2011, bearing number N-07-00893, to commence carry on the factoring business without accepting public deposits. Further, our Company has also been classified as NBFC-IC. For more information about our Company, please see 'General Information' on page 16 of the Tranche I Prospectus and 'History and Certain Corporate Matters' on page 160 of the Shelf Prospectus.

Corporate Identity Number: L65907N/1978PL/000756 PAN: AAACC1228H
Registered and Corporate Office: Dare House, No. 2, N.S.C. Bose Road, Parrys, Chennai 600 001, Tamil Nadu, India. Tel: +91 44 4090 7172. Website: www.cholamandalam.com. Email: investors@chola.murugappa.com
Company Secretary and Compliance Officer: P. Sujatha. Tel: +91 44 4090 7172. Email: sujathap@chola.murugappa.com. Chief Financial Officer: D. Arul Selvan. Tel: +91 44 4090 7172. Email: arulselvan@chola.murugappa.com

THE ISSUE

PUBLIC ISSUE BY OUR COMPANY OF SECURED, RATED, LIQUID, REDEEMABLE NON-CONVERTIBLE DEBENTURES OF FACE VALUE OF ₹ 1,000 EACH ('NCDs') FOR AN AMOUNT AGGREGATING UP TO ₹ 500 CRORES ('BASE ISSUE SIZE') WITH AN OPTION TO RETAIN OVERSUBSCRIPTION UP TO ₹ 500 CRORE, AGGREGATING UP TO ₹ 1,000 CRORE (HEREINAFTER REFERRED TO AS THE 'TRANCHE I ISSUE') WHICH IS WITHIN THE SHELL LIMIT OF ₹ 5,000 CRORES AND IS BEING OFFERED BY WAY OF THE TRANCHE I PROSPECTUS DATED APRIL 19, 2023, CONTAINING INTER ALIA THE TERMS AND CONDITIONS OF TRANCHE I ISSUE (TRANCHE I PROSPECTUS), WHICH SHOULD BE READ TOGETHER WITH THE SHELF PROSPECTUS DATED APRIL 19, 2023 ('SHELF PROSPECTUS') FILED WITH THE REGISTRAR OF COMPANIES, TAMIL NADU AT CHENNAI ('ROC'). STOCK EXCHANGES AND SECURITIES AND EXCHANGE BOARD OF INDIA ('SEBI'), THE SHELF PROSPECTUS AND THE TRANCHE I PROSPECTUS CONSTITUTE THE PROSPECTUS ('PROSPECTUS').

THE TRANCHE I ISSUE IS BEING MADE PURSUANT TO THE PROVISIONS OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE AND LISTING OF NON-CONVERTIBLE SECURITIES) REGULATIONS, 2021. AS AMENDED (THE 'SEBI NCS REGULATIONS'), THE COMPANIES ACT, 2013 AND RULES MADE THEREUNDER, EACH AS AMENDED (THE 'COMPANIES ACT, 2013') TO THE EXTENT NOTIFIED AND THE SEBI OPERATIONAL CIRCULAR. THE ISSUE IS NOT UNDERWRITTEN.

Credit Rating: "IND AA+/Stable" by India Ratings & Research Private Limited and "[ICRA]AA+ (Stable)" by ICRA Limited | Allotment on first come first serve basis*

*Allotment in the public issue of debt securities shall be made on the basis of date of upload of the application to the electronic book of the Stock Exchanges in accordance with the SEBI Operational Circular. However, from the date of over subscription and thereafter, the allotments will be made to the applicants on proportionate basis. For further details refer section titled 'Allotment Related Information' on page 36 of the Tranche I Prospectus.

TRANCHE I ISSUE CLOSES ON THURSDAY, APRIL 27, 2023*

Last date for submitting application is Thursday, April 27, 2023

*Pursuant to the Tranche I Prospectus dated April 19, 2023, the Tranche I Issue opened on Tuesday, April 25, 2023 and was scheduled to close on Tuesday, May 9, 2023, with an option for early closure or extension in compliance of Regulation 33A of the SEBI NCS Regulations, by such period as may be decided by the Board of Directors of our Company or the Debenture Committee thereof. In terms of Tranche I Prospectus, our Company has exercised the option of early closure and the Debenture Committee vide its resolution dated April 25, 2023, decided to close the Tranche I Issue on Thursday, April 27, 2023, in compliance of Regulation 33A of the SEBI NCS Regulations. In terms of the Tranche I Prospectus, our Company is giving this public notice of such early closure. Application Forms for the Tranche I Issue will be accepted only from 10:00 a.m. to 5:00 p.m. on any extended time as may be permitted by the Stock Exchanges, on Working Days during the Tranche I Issue Closing Date. Application Forms will be accepted only between 10:00 a.m. to 5:00 p.m. (Indian Standard Time) or such extended time as may be permitted by the Stock Exchanges. Further, pending mandatory requests for bids placed on the last day of bidding will be validated by 5:00 p.m. on one Working Day post the Tranche I Issue Closing Date (i.e. April 28, 2023). For further details, see 'Issue Related Information' on page 36 of the Tranche I Prospectus.

OUR PROMOTERS

Our Promoters are Cholamandalam Financial Holdings Limited, Ambadi Investments Limited, M V Subbiah, M A Aigappan, A Vellayan, A Venkatchalam, M M Murugappan, M M Venkatchalam, M A Arunachalam, S Vellayan, Arun Aigappan, V Narayanan, V Arunachalam, M M Muthiah, M V Muthiah, Arun Venkatchalam, M V Subramanian, M V Murugappan HUF, M V Subbiah HUF, M A Aigappan HUF, A Vellayan HUF, A Venkatchalam HUF, M M Murugappan HUF, M A Arunachalam HUF, M M Venkatchalam HUF, M M Muthiah HUF, M A Arunachalam HUF, Murugappa & Sons (M V Subbiah, M A Aigappan & M M Murugappan hold shares on behalf of the firm) Tube Investments of India Limited, New Ambadi Estates Private Limited, Coramandel International Limited, Ambadi Enterprises Limited, Carborundum Universal Limited, E.L.D. Perry (India) Limited, M A Aigappan (holds shares on behalf of Kadamane Estates). Tel: +91 44 4090 7172. Email: investors@chola.murugappa.com. For further details, see 'Our Promoters' beginning on page 177 of the Shelf Prospectus.

THE FOLLOWING IS A SUMMARY OF THE TERMS AND CONDITIONS OF THE NCDs TO BE ISSUED PURSUANT TO THE TRANCHE I PROSPECTUS

Series	I	II	III	IV	V	VI
Frequency of Interest Payment	Annual	Cumulative	Annual	Cumulative	Annual	Cumulative
Minimum Application	₹ 10,000 (10 NCDs) across all series					
In Multiples of thereafter (₹)	₹ 1,000 (1 NCD)					
Face Value/ Issue Price of NCDs (₹/ NCD)	₹ 1,000					
Tenor	22 months	22 months	37 months	37 months	60 months	60 months
Coupon (% per annum) for NCD Holders in All Categories of Investors	8.25%	NA	8.30%	NA	8.40%	NA
Effective Yield (% per annum) for NCD Holders in All Categories of Investors	8.26%	8.25%	8.30%	8.30%	8.39%	8.40%
Mode of Interest Payment	Through various modes available					
Redemption Amount (₹/ NCD) on Maturity for NCD Holders in All Categories of Investors	₹ 1,000	₹ 1,156.64	₹ 1,000	₹ 1,279.15	₹ 1,000	₹ 1,497.40
Maturity / Redemption Date (from the Deemed Date of Allotment)	22 months	22 months	37 months	37 months	60 months	60 months
Put and Call Option	Not Applicable					

*Our Company shall allocate and allot Series III NCDs where the Applicants have not indicated the choice of the relevant NCD Series. With respect to Series where interest is to be paid on an annual basis, relevant interest will be paid on each anniversary of the Deemed Date of Allotment on the face value of the NCDs. The last interest payment under annual Series will be made at the time of redemption of the NCDs. Subject to applicable tax deducted at source, if any. For further details, please see the Prospectus.

ASBA * Simple, Safe, Smart way of Application!!! *Applications Supported by Blocked Amount ('ASBA') is a better way of applying to issues by simply blocking the fund in the bank account. For further details, check section on ASBA below. Mandatory in public issues. No cheque will be accepted.



UPI - Now available in ASBA for Retail Individual Investors. Bidders are required to ensure that the bank account used for bidding is linked to their PAN

RPI is now available for Retail Individual Investors submitting up to an application value of ₹ 5,00,000, applying through Designated Intermediaries, SCGS or through the BSE Direct App/NSDL/ Web interface of stock exchanges or any other permitted methods. For details of the ASBA and UPI Process, refer to the details given in the Application Form and also refer to the section titled 'Issue Procedure' beginning on page 55 of the Tranche I Prospectus. List of banks supporting UPI is also available on the website of SEBI at www.sebi.gov.in. HDFC Bank Limited has been appointed as Sponsor Bank for the Tranche I Issue, in accordance with the requirement of the SEBI Operational Circular dated August 10, 2022 on as amended.

NCDs ALLOTMENT WILL BE MADE IN DEMATERIALIZED FORM ONLY. ALLOTMENT IN CONSULTATION WITH THE LEAD MANAGER AND THE DESIGNATED STOCK EXCHANGE SHALL BE MADE ON THE BASIS OF THE DATE OF UPLOAD OF EACH APPLICATION INTO THE ELECTRONIC PLATFORM OF THE STOCK EXCHANGES, IN EACH PROPORTION SUBJECT TO THIS ALLOCATION RATIO. HOWEVER, FROM THE DATE OF OVER SUBSCRIPTION AND THEREAFTER, THE ALLOTMENTS WILL BE MADE TO THE APPLICANTS ON PROPORTIONATE BASIS. FOR FURTHER DETAILS REFER SECTION TITLED 'ISSUE RELATED INFORMATION' ON PAGE 36 OF THE TRANCHE I PROSPECTUS DATED APRIL 19, 2023.

Information referred under Section 38 of Companies Act, 2013.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AS REGARDS ITS OBJECTS: For information on the main objects of our Company, see section titled 'History and Certain Corporate Matters' on page 160 of the Shelf Prospectus and Clause II of the Memorandum of Association of our Company. The Memorandum of Association of the Company is a document for inspection in relation to the Tranche I Issue. For further details, see the section titled 'Material Contracts and Documents for Inspection' on page 99 of the Tranche I Prospectus.

LIABILITY OF MEMBERS: Limited by shares
AMOUNT OF SHARE CAPITAL OF THE COMPANY AS ON MARCH 31, 2023: The Authorized Share Capital of the Company is ₹ 7,40,00,00,00,00,00,00 divided into 1,20,00,00,00,00,00,00 Shares of face value of ₹ 2 each and 5,00,00,00,00,00,00,00 Preference Shares of ₹ 100 each. The Issued Capital is ₹ 1,64,54,48,252 divided into 82,27,22,128 Equity Shares of face value of ₹ 2 each. The Subscribed and Paid up Share Capital is ₹ 84,40,80,712 divided into 82,20,40,356 Equity Shares of face value of ₹ 2 each pursuant to the payment of ₹ 64,54,500 (1 per share) aggregating to ₹ 6,45,500.

NAMES OF THE SIGNATORIES AT THE TIME OF SIGNING OF THE MEMORANDUM OF ASSOCIATION OF THE COMPANY AND THE NUMBER OF SHARES SUBSCRIBED FOR BY THEM AT THE TIME OF SIGNING OF THE MEMORANDUM OF ASSOCIATION: Given are the names of the signatories of the Memorandum of Association of the Company and the number of equity shares subscribed of face value of ₹ 100- each by them at the time of signing of Memorandum of Association: A.M. Arunachalam, V.V. Somai, A.A.R. Damodaran, M.V. Arunachalam, B.S. Badrinarayana, C.D. Gopinath and M.A. Aigappan were allotted 150, 100, 100, 100, 100 and 100 Equity Shares respectively at the time of incorporation of the Company aggregating to 700 Equity Shares of face value of ₹ 100- each.

LISTING: The NCDs offered through the Tranche I Prospectus and the Shelf Prospectus are proposed to be listed on BSE and NSE. Our Company has received an 'in-principle' approval from BSE by way of its letter bearing reference number DCS/BMR-SC/NCD/002023-24 dated April 13, 2023 and from NSE by way of its letter bearing reference number NSDL/IS/D/002023/0001 dated April 13, 2023. NSE shall be the Designated Stock Exchange.

GENERAL RISKS: Investment in debt securities involve a degree of risk and investors should not invest any funds in such securities unless they are able to afford the risk attached to such investments. Investors are advised to take an informed decision and to read the risk factors carefully before investing in this offering. For taking an investment decision, investors must rely on their examination of the issue including the risks involved in it. Specific attention of investors is invited to statement of risk factors contained under 'Risk Factors' on page 15 of the Tranche I Prospectus and 'Material Documents' on page 227 of the Shelf Prospectus and page 35 of the Tranche I Prospectus. These risks are not, and are not intended to be, a complete list of all risks and considerations relevant to the debt securities or investor's decision to purchase such securities. The Shelf Prospectus and the Tranche I Prospectus have not been and will not be approved by any regulatory authority in India, including the Securities and Exchange Board of India ('SEBI'), the Reserve Bank of India ('RBI'), RoC or any stock exchange in India nor do they guarantee the accuracy or adequacy of this document.

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DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Offer Document. The investors are advised to refer to the Shelf Prospectus and the Tranche I Prospectus for the full text of the 'Disclaimer Clause of NSE'.

DISCLAIMER CLAUSE OF USE OF BSE ELECTRONIC PLATFORM: It is to be distinctly understood that the permission given by the BSE to use their network and software of the Online system should not in any way be deemed or construed as compliance with various statutory requirement approved by the Exchange, nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the compliance with the statutory and other requirements, nor does it take any responsibility for the financial or other soundness of the Company, its promoters, its management or any scheme or project of the Company. It is also to be distinctly understood that the approval given by the Exchange is only to use the software for participating in system of making application process.

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CONSORTIUM MEMBER A.K. STOCKHOLDERS PRIVATE LIMITED: Note: All Capitalised terms used herein and not specifically defined shall have same meaning as ascribed in the Shelf Prospectus and Tranche I Prospectus. For further details please refer to the Shelf Prospectus and Tranche I Prospectus dated April 19, 2023.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	CREDIT RATING AGENCY	DEBENTURE TRUSTEE**
a.k. B. K. Capital Services Limited 8/3, 6 th Floor, Windsor Office, 1 st Road, Kalina, Santacruz East, Mumbai 400 098, Maharashtra, India Tel: +91 22 6754 6500; Facsimile: +91 22 6610 0594 Email: chola.ncd2023@akgroup.co.in Investor Grievance Email: investor.grievance@akgroup.co.in Website: www.akgroup.co.in Contact Person: Aanchal Waghekar/ Mian Soni Compliance Officer: Tejendra Darda SEBI Registration No: RM020010411 CIN: L74890MH1993PLC274881	KFINTECH KFIN Technologies Limited (Formerly known as KFIN Technologies Private Limited) Sectorum, Tower B, Plot No. 31 & 32, Financial District, Nanaknagar, Serlingampally, Hyderabad Rangareddy 500 032, Telangana, India Tel: +91 40 8716 2222; Facsimile: +91 40 8716 1563 Email: chola.ncd2023@kfintech.com Investor Grievance Email: investor.grievance@kfintech.com Website: www.kfintech.com Contact Person: Mr. Murali Krishna SEBI Registration No.: NR02000221 CIN: L72407TG2017PLC17649	India Ratings & Research Pvt Ltd Woodward Towers, 4 th Floor, West Wing, Bandra Kurla Complex, Bandra East, Mumbai 400 051, Maharashtra, India Tel: +91 22 4200 1700 Facsimile: +91 22 4200 1701 Email: info@indiaratings.co.in Website: www.indiaratings.co.in Contact Person: Jyoti Gajjar Compliance Officer: Arunima Basu	IDBI Trustee Services Ltd IDBI Trustee Services Ltd Asian Building, Ground Floor, 11 th , 8 th Cross Road, Balaram Estate, Mumbai 400 001, Maharashtra, India Tel: +91 22 40807073; Facsimile: +91 22 26311776 Email: info@idbitrustee.com / jna@idbitrustee.com Investor Grievance Email: response@idbitrustee.com Website: www.idbitrustee.com Contact Person: Jinal Shah Compliance Officer: Sneha Jadhav SEBI Registration No.: IN0000000460 CIN: U65991MH2001GC0131154

Dare House, No. 2, N.S.C. Bose Road Parrys, Chennai 600 001, Tamil Nadu, India. Contact Number: +91 44 4090 7172; Facsimile: +91 44 2534 6464; Email: sujathap@chola.murugappa.com

Investors may contact the Registrar to the Issue or the Company Secretary and Compliance Officer for any queries or for issue related issues such as non receipt of Allotment order, demand, interest, return, non receipt of Debenture Certificate, transfer, or interest on application amount etc.

*IDBI Trustee Services Limited pursuant to Regulation 8 of the SEBI NCS Regulations and by way of letter dated March 27, 2023 has given its consent for its appointment as Debenture Trustee to the Issue and its name to be included in the Draft Shelf Prospectus, the Shelf Prospectus and the Tranche I Prospectus and in all the subsequent periodical communications sent to the holders of the Debentures issued pursuant to the Issue. A copy of the Shelf Prospectus and the Tranche I Prospectus has been filed with the RoC, in terms of Section 26 and Section 31 of the Companies Act, 2013, along with the endorsed/ certified copies of all requisite documents. For further details, see 'Material Contracts and Documents for Inspection' beginning on page 99 of the Tranche I Prospectus.

Disclaimer: CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED ("Company"), subject to market conditions and other considerations is proposing a public issue of Secured, Rated, Redeemable, Non-Convertible Debentures of face value of ₹ 1,000 each ("NCDs") and has filed the Shelf Prospectus dated April 19, 2023 (the "Shelf Prospectus") and the Tranche I Prospectus dated April 19, 2023 (the "Tranche I Prospectus") with the Registrar of Companies, Tamil Nadu at Chennai. National Stock Exchange of India Limited, BSE Limited and SEBI. The Shelf Prospectus and the Tranche I Prospectus are available on the Company's website www.cholamandalam.com, on the website of the stock exchanges at www.nseindia.com and the website of SEBI at www.sebi.gov.in and the website of the lead manager at www.akgroup.co.in. Investors proposing to participate in the public issue of the NCDs should refer only to the information contained in the Shelf Prospectus and the Tranche I Prospectus. Investors should note that investment in this Public Issue of NCDs involves a high degree of risk and for details relating to the same, please refer to the Shelf Prospectus and the Tranche I Prospectus and your attention is drawn to the section on "Risk Factors" beginning on page 15 of the Shelf Prospectus.

For CHOLAMANDALAM INVESTMENT AND FINANCE COMPANY LIMITED

Sd/-

Ravindra Kumar Kundi

Executive Director

DIN: 07337155

CONCEPT