This is only an advertisement for information purpose. This is not a Prospectus announcement and does not constitute invitation or offer to acquire, purchase or subscribe for securities.
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(Ru cab)

RUBY CABLES LIMITED

Our Company was originally incorporated as "Ekank Cables Limited" in Vadodara, Gujarat, as a public limited company under the provisions of the Companies Act,1956 vide Certificate of Incorporation dated December 24, 1996 bearing Registration Number: 31359 issued by Registrar of Companies, Gujarat, Dadra & Nagar Havelli and having Certificate for Commencement of Business dated January 22, 1997. Subsequently, the name of our Company was changed to "Ruby Cables Limited" and a fresh Certificate of Incorporation dated March 22, 2011 was issued by Assistant Registrar of Companies, Gujarat, Dadra & Nagar Havelli. For details of incorporation, change of name and Registered Office of our Company, please refer to chapters titled 'General Information' and 'Our History and Certain Other Corporate Matters' beginning on page 60 and 151 respectively of the Prospectus.

Registered Office: 15- G.I.D.C., Manjusar, Ta: Savli, Vadodara- 391775, Gujarat, India.
Tel. No.: 02667-264554; **Fax No.:** 02667-264555; **Email:** cs@rubycables.com; **Website:** www.rubycables.com
Corporate Identity Number: U31109GJ1996PLC031359; **Contact Person:** Ms. Nikita Patel, Company Secretary and Compliance Officer

PROMOTER OF OUR COMPANY: MR. CHIRAG GADA

PUBLIC ISSUE OF 20,01,000 EQUITY SHARES OF FACE VALUE OF RS. 10 EACH ("EQUITY SHARES") OF RUBY CABLES LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF RS. 50 PER EQUITY SHARE, INCLUDING A SHARE PREMIUM OF RS. 40 PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING RS. 1,000.50 LAKHS ("THE ISSUE"), OF WHICH 1,05,000 EQUITY SHARES OF FACE VALUE RS. 10 EACH FOR CASH AT A PRICE OF RS. 50 PER EQUITY SHARE, AGGREGATING RS. 52.50 LAKHS WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 18,96,000 EQUITY SHARES OF FACE VALUE OF RS. 10 EACH FOR CASH AT A PRICE OF RS. 50 PER EQUITY SHARE, AGGREGATING RS. 948.00 LAKHS IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 32.01% AND 30.33% RESPECTIVELY OF THE FULLY DILUTED POST ISSUE PAID UP EQUITY SHARE CAPITAL OF OUR COMPANY.

THE FACE VALUE OF THE EQUITY SHARES IS RS. 10 EACH
AND THE ISSUE PRICE OF RS. 50 IS 5 TIMES OF THE FACE VALUE OF THE EQUITY SHARES.

THE ISSUE IS BEING MADE THROUGH FIXED PRICE METHOD IN ACCORDANCE WITH CHAPTER XB OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2009, AS AMENDED FROM TIME TO TIME ("SEBI ICDR REGULATIONS"). All investors shall participate in this Issue only through the ASBA process. For further details please refer the chapter titled 'The Issue Structure' beginning on page 253 of the Prospectus.

The Issue Period has been revised subsequent to filing of Prospectus with the Registrar of Companies, Gujarat, Dadra & Nagar Havelli ("RoC") on March 22, 2016 and advertisement released on March 28, 2016. The Issue now Closes on Wednesday, April 6, 2016. The Prospectus filed with the Registrar of Companies, Gujarat, Dadra & Nagar Havelli ("RoC") on March 22, 2016 and the Abridged Prospectus (including the sections entitled (i) Cover Page; (ii) Definitions and Abbreviations; and (iii) Issue Information, as applicable) and the details as set out in the advertisement released on March 28, 2016, shall stand amended accordingly.

Minimum Application Size of 3,000 equity shares and in multiple of 3,000 equity shares thereafter.

ISSUE
OPEN
NOW CLOSES ON: WEDNESDAY, APRIL 6, 2016

Further the Application collecting Intermediary will be entitled to the commission as mentioned herein

- SCSBs will be entitled to a processing fee of Rs.10/- per Application Form for processing of the Application Forms procured by other Application Collecting Intermediary and submitted to them.
- Selling commission payable to registered broker, SCSBs, RTAs, CDPs on the portion directly procured from Retail Individual Applicants and Non Institutional Applicants, would be 0.01% on the Allotment Amount# or Rs 100/- whichever is less on the Applications wherein shares are allotted.
- The commissions and processing fees shall be payable within 30 working days post the date of receipt of final invoices of the respective intermediaries.
- #Amount Allotted is the product of the number of Equity Shares Allotted and the Issue Price.

The above is required to be read in conjunction with the Prospectus, the Advertisements, Application Forms, and the abridged prospectus, as amended to the extent stated hereinabove.

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 issue from January 1, 2016

No cheque/demand draft will be accepted

DISCLAIMER CLAUSE OF SEBI: Since the Issue is being made in terms of Chapter XB of the SEBI ICDR Regulations, the Draft Prospectus was not filed with SEBI. In terms of the SEBI ICDR Regulations, the SEBI shall not Issue any observation on the Offer Document. Hence, there is no such specific disclaimer clause of SEBI. However, investors may refer to the entire "Disclaimer Clause of SEBI" on page 237 of the Prospectus.

DISCLAIMER CLAUSE OF BSE (DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Prospectus 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 Prospectus for the full text of the "Disclaimer Clause of SME Platform of BSE" on page 242 of the Prospectus.

IPO GRADING: Since the Issue is being made in terms of Chapter XB of the SEBI ICDR Regulations, there is no requirement of appointing an IPO Grading agency.

ADDITIONAL INFORMATION AS REQUIRED UNDER SECTION 30 OF THE COMPANIES ACT, 2013

MAIN OBJECTS AS PER MEMORANDUM OF ASSOCIATION OF OUR COMPANY:

"1. To carry on the business of manufacturing of PVC cables, wires and merchandising of all kinds of ferrous and non-ferrous metal wire products and carry on any other business of manufacturing and merchandising generally and without limitation all types of products and articles made from ferrous and non-ferrous metals.

2. To carry on the business of manufacturing and merchandising of all kinds and types of utensils, electrical motors, batteries, electrical, wire drawings, wire and strips, rods and bars and such other parts, spares and components and also to acquire, erect, manage, maintain, sell, distribute, and to export, import and generally deal in all kinds of ferrous and non-ferrous wire products for industrial, commercial and domestic purpose and for consumer use or for public utility."

AMOUNT OF SHARE CAPITAL OF OUR COMPANY AND CAPITAL STRUCTURE:

Authorised share capital is Rs. 10,00,00,000 divided into 1,00,00,000 equity shares of face value of Rs.10/- each. Issued, Subscribed and Paid up Share Capital prior to the issue is Rs. 4,25,00,000 divided into 42,50,000 fully paid equity shares of Rs.10/- each. Proposed post issue paid up share capital is Rs. 6,25,10,000 divided into 62,51,000 equity shares of Rs.10/- each. For details of the share capital and Capital structure of the Company, please refer to chapter titled "Capital Structure" on page 68 of the Prospectus.

LIABILITY OF MEMBERS: Liability of members of Company is limited.

SIGNATORIES TO MOA AND SHARES SUBSCRIBED: Occhavlal Parekh, Sumitraben Parekh, Neelam Parekh, Geetaben Shah, Maltiben Parikh, Kalpana Shah and Shobhaben Shah subscribed 100 equity shares each of Rs. 10 each aggregating 700 equity shares. Our promoter, Chirag Gada alongwith other investors had acquired the shares of the Company from the original promoters and shareholders in the year 2010.

LISTING: The Equity Shares of our Company offered through the Prospectus are proposed to be listed on the SME platform of BSE Limited ('BSE'). In terms of the Chapter XB of the SEBI ICDR Regulations, as amended from time to time, we are not required to obtain an in-principle listing approval for the shares being offered in this issue. However, our Company has received an approval letter dated December 15, 2015 from BSE for using its name in the offer document for listing of our shares on the SME Platform of BSE. For the purpose of this Issue, SME Platform of the BSE shall be the Designated Stock Exchange.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
PANTOMATH Capital Advisors (P) Ltd. **PANTOMATH CAPITAL ADVISORS PRIVATE LIMITED** 406-408, Keshva Premises, Behind Family Court, Bandra Kurla Complex, Bandra (East), Mumbai - 400051. **Tel:** +91 22 6194 6724; **Fax:** +91 22 2659 8690 **Investor Grievance Email:** ipo@pantomathgroup.com **Website:** www.pantomathgroup.com; **Contact Person:** Ms. Madhu Lunawat **SEBI Registration No.:** INM000012110	KARVY Computershare **KARVY COMPUTERSHARE PVT. LTD.** Karvy Selenium Tower B, Plot 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad – 500 032, India **Toll Free No.:** 1800 3454 001 **Tel:** +91 40 6716 2222; **Fax:** +91 40 23431551 **Email:** rubycables.ipo@karvy.com **Website:** www.karisma.karvy.com **Contact Person:** Mr. M. Murali Krishna **SEBI Registration Number:** INR000000221	**Ms. NIKITA PATEL** Ruby Cables Limited 15- G.I.D.C., Manjusar, Ta: Savli, Vadodara, Gujarat-391775, India **Tel:** 02667-264554; **Fax:** 02667-264555 **Email:** cs@rubycables.com **Website:** www.rubycables.com Investors may contact our Company Secretary and Compliance Officer and / or the Registrar to the Issue and / or the Lead Manager, in case of any pre-Issue or post-Issue related problems, such as non-receipt of letters of allotment, credit of allotted Equity Shares in the respective beneficiary account or unblocking of funds, etc.

AVAILABILITY OF PROSPECTUS: Investors should note that Investment in Equity Shares involves a high degree of risk and investors are advised to refer to the Prospectus and the Risk Factors contained therein, before applying in the Issue. Full copy of the Prospectus will be available at the website of SEBI at www.sebi.gov.in, the website of Stock Exchange at www.bseindia.com, the website of Lead Manager at www.pantomathgroup.com and the website of our Company at www.rubycables.com

AVAILABILITY OF APPLICATION FORMS: Application forms can be obtained from the Registered Office our Company: **Ruby Cables Limited**, Tel.: 02667-264554; Fax: 02667-264555; Lead Manager: **Pantomath Capital Advisors Private Limited**, Tel.: +91 22 6194 6724; Fax: +91 22 2659 8690 and the Bankers to the Issue: **ICICI Bank Limited,** Tel.: (91) 022 2285 9922; Fax: (91) 022 2261 1138 and **IndusInd Bank Limited,** Tel.: (91) 022 6106 9248; Fax: (91) 022 6623 8021, at selected location of registered brokers, RTA participating in this Issue, DP. Application Forms will also be available on the website of BSE and at the designated branches of SCSBs, the list of which is available on the website of BSE and SEBI.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA): Investors have to compulsorily apply through the ASBA process. ASBA has to be availed by all the investors. The investors are required to fill the application form and submit the same to the relevant SCSB at the specified locations or registered brokers at broker centres or RTA or DP. The SCSB will block the amount in the account as per the authority contained in application form. On allotment, amount will be unblocked and account will be debited only to the extent required to be paid for allotment of shares. Hence, there will be no need of refund. The application forms can also be downloaded from the website of BSE Limited. Application forms can be obtained from the list of banks that are available on website of SEBI at www.sebi.gov.in. For more details on the ASBA process, please refer to the details given in application forms and Prospectus and also please refer to the chapter "Issue Procedure" on page 255 of the Prospectus.

For **Ruby Cables Limited**
On behalf of the Board of Directors
Sd/-
Mr. Chirag Gada
Chairman & Managing Director

Date: April 5, 2016
Place: Vadodara, Gujarat

Ruby Cables Limited is proposing, subject to market conditions, public issue of its equity shares and has filed the Prospectus with the Registrar of Companies, Gujarat, Dadra & Nagar Havelli. The Prospectus is available on the website of SEBI at www.sebi.gov.in, the website of the Lead Manager at www.pantomathgroup.com, website of the BSE at www.bseindia.com and website of Issuer Company at www.rubycables.com. Investors should note that investment in Equity Shares involves a high degree of risk. For details, investors shall refer to and rely on the Prospectus including the section titled "Risk Factors" beginning on page 17 of the Prospectus, which has been filed with ROC. The Equity Shares have not been and will not be registered under the US Securities Act (the "Securities Act") or any state securities law in United States and may not be Issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in the Regulation S under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to the registration requirements of the Securities Act of 1933.

Sunjeet Comm.