



RUSHIL

DECOR LIMITED

WE'LL MAKE IT

RDL/051/2020-21

Date: 13.11.2020

To,
National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051
NSE EQUITY SYMBOL: RUSHIL

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001
SCRIPT CODE: 533470

ISIN: INE573K01017

Dear Sir / Madam,

Sub: First Call Money Notice to the holders of partly paid-up equity shares of Rushil Décor Limited ("the Company") having ISIN: IN9573K01015

Dear Sir/Madam,

In furtherance to the stock exchange intimation Letter No. RDL/047/2020-21 dated October 31, 2020, we wish to inform that the First Call Money Notice has been sent to all the shareholders of partly paid-up equity shares of the Company held as on the record date i.e. November 11, 2020, in relation to payment of call money towards first call.

For reference, specimen copy of the First Call Money Notice dispatched to the shareholders with specific details is attached.

This is for your information and record.

Thanking you

Yours Faithfully,

For, Rushil Décor Limited

Hasmukh K. Modi
Compliance Officer

Tele No.: (079) 61400400

Email: ipo@rushil.com

Encl: as above



RUSHIL DÉCOR LTD.. RUSHIL HOUSE. NEAR NEELKANTH GREEN BUNGALOW,
OFF SINDHU BHAVAN ROAD, SHILAJ, AHMEDABAD-380058, GUJARAT, INDIA.

REGD. OFFICE: S. NO. 125, NEAR KALYANPURA PATIA, VILLAGE ITLA, GANDHINAGAR-MANSA ROAD,
TA. KALOL, DIST. GANDHINAGAR-382845, GUJARAT, INDIA. | CIN: L25209GJ1993PLC019532

PH: +91-79-61400400 | FAX: +91-79-61400401 | EMAIL: INFO@RUSHIL.COM | WWW.RUSHIL.COM



RUSHIL DECOR LIMITED

Registered Office: S. No. 125, Near Kalyanpura Patia, Gandhinagar Mansa Road, Kalol, Village Itla, Gandhinagar – 382 845, Gujarat, India
Telephone: +91 98 2543 8039

Corporate Office (Address where books of account and papers are maintained): Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Gujarat, India; **Telephone:** +91 79 6140 0400; and **Facsimile:** +91 79 6140 0401

Contact Person: Mr. Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer **E-mail:** ipo@rushil.com;

Website: www.rushil.com **Corporate Identity Number:** L25209GJ1993PLC019532

FIRST CALL MONEY NOTICE TO THE HOLDERS OF PARTLY PAID-UP EQUITY SHARES OF RUSHIL DECOR LIMITED HELD AS ON THE RECORD DATE I.E. NOVEMBER 11, 2020 BEARING INTERNATIONAL SECURITIES IDENTIFICATION NUMBER (“ISIN”) IN9573K01015

Date: November 12, 2020

Name:

Address:

Last date of Payment: Wednesday, December 2, 2020

CHEQUE/DEMAND DRAFT SHOULD BE MADE PAYABLE TO “RUSHIL DECOR LIMITED CALL MONEY COLLECTION A/C” IN CASE OF RESIDENT SHAREHOLDERS AND NON-RESIDENT SHAREHOLDERS. (PLEASE REFER TO GENERAL INSTRUCTIONS 1 & 2)

PAYMENT FOR CALL MONEY WILL BE ACCEPTED BY YES BANK LTD AT THEIR DESIGNATED BRANCHES (PLEASE REFER TO GENERAL INSTRUCTIONS 13)

Dear Sir/ Madam,

REF.: ISSUE OF 49,77,111 PARTLY PAID UP EQUITY SHARES OF FACE VALUE OF 10 EACH OF RUSHIL DÉCOR LIMITED (THE “COMPANY”) FOR CASH AT A PRICE OF ₹50 (INCLUDING A PREMIUM OF 40) PER EQUITY SHARE (“RIGHTS EQUITY SHARES”) FOR AN AMOUNT AGGREGATING UPTO 2,489 LAKHS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY IN THE RATIO OF 1 RIGHTS EQUITY SHARES FOR EVERY 3 FULLY PAID-UP EQUITY SHARES HELD BY SUCH ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON SEPTEMBER 11, 2020 (THE “RIGHTS ISSUE”).

SUB.: CALL NOTICE IN TERMS OF SECTION 49 OF THE COMPANIES ACT, 2013, AS AMENDED FOR FIRST CALL MONEY OF ₹12.5 (CONSISTING OF ₹2.5 TOWARDS FACE VALUE AND ₹10 TOWARDS SECURITIES PREMIUM) PER SHARE ON PARTLY PAID UP EQUITY SHARES ALLOTTED PURSUANT TO THE RIGHTS ISSUE ON OCTOBER 15, 2020.

In terms of the letter of offer dated September 7, 2020 (“**Letter of Offer**”) filed with BSE Limited and National Stock Exchange of India Limited, where the Equity Shares are presently listed and traded (the “**Stock Exchanges**”) for the purposes of the Rights Issue, Rights Equity Shares paid up to the extent of 12.5 (consisting of 2.5 towards face value and 10 towards securities premium) per Rights Equity Share were allotted on October 15, 2020.

The Board of Directors in their meeting held on October 31, 2020 has decided to make first call of ₹12.5 (consisting of ₹2.5 towards face value and ₹10 towards securities premium) per Rights Equity Shares issued and allotted pursuant to the Rights Issue of the Company.

The Board of Directors of the Company has fixed Wednesday, November 11, 2020 as the record date for the purpose of ascertaining the holders of Rights Equity Shares to whom the First Call notice (“**Record Date**”), for payment of the First Call money, would be sent. The Company has also given prior notice of the Record Date to the Stock Exchanges as required. Accordingly, the First Call notice is hereby given to you to pay the First Call money as per details given herein below.

Payment of the First Call money be sent through cheque/ demand draft payable at par at Ahmedabad in favor of “**Rushil Decor Limited Call Money Collection A/c**” in case of resident shareholders or non-resident shareholders applying on repatriable basis or non-repatriable basis from Tuesday, November 17, 2020 to Wednesday, December 2, 2020 as per the details mentioned below:

First Call Notice Number	Folio Number/ DP Id & Client Id	No. of Rights Equity Shares held as on Record Date	Amount due and payable (₹) First Call @ ₹12.5 per Rights Equity Share

You are requested to pay the First Call money on or before Wednesday, December 2, 2020 (“**Final Due Date**”) failing which the application money already paid in relation to the Rights Equity Shares in respect of which the First Call payable remains unpaid may be forfeited at any time after the expiry of the Final Due Date. Further, in accordance with the disclosure included in the Letter of Offer in terms of the Articles of Association of the Company, the Rights Equity Shares in respect of which the sum payable in respect of any call remains unpaid, shall be forfeited by the Company at any time after the due date for payment of such call money, after giving prior notice of at least 14 days. Additionally, as per the provisions of the Articles of Association of the Company, you would also not be able to exercise voting rights in respect of the partly paid Equity Shares on which the amount payable by you with respect to the call due has not been paid by the Final Due Date.

Please note that the payment for the First Call will be accepted by Yes Bank Ltd at their designated branches in the manner provided in the General Instructions, from Tuesday, November 17, 2020 to Wednesday, December 2, 2020. The First Call money will not be accepted by Yes Bank Ltd after Wednesday, December 2, 2020. Failure to pay the first call money, as aforesaid shall render the Partly paid Rights Equity shares, including the amount already paid thereon, liable to be forfeited.

All capitalized terms not defined herein would have the same meaning as attributed to them in the Letter of Offer.

Please read carefully the instructions overleaf.

Yours Sincerely,

For RUSHIL DECOR LIMITED

Hasmukh K. Modi

Company Secretary and Compliance Officer

ACKNOWLEDGEMENT SLIP FIRST CALL MONEY

Received by cheque/DD no. _____ dated _____ for ₹ _____ drawn on _____

_____ (name of bank & branch) being the payment towards First Call money for the above Rights Equity Shares. (Details to be filled by the shareholder)

Name of the First/Sole Shareholder:

Folio no./ DP ID/Client ID:

No. of Rights Equity Shares:

First Call notice no.:

Date:

Collecting Bank's Signature and Stamp

Date: _____

Note: Cheque subject to realisation



RUSHIL DECOR LIMITED

Registered Office: S. No. 125, Near Kalyanpura Patia, Gandhinagar Mansa Road, Kalol, Village Itla, Gandhinagar – 382 845, Gujarat, India

Telephone: +91 98 2543 8039

Corporate Office: Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Gujarat, India;

Telephone: +91 79 6140 0400; and **Facsimile:** +91 79 6140 0401

Contact Person: Mr. Hasmukh Kanubhai Modi, Company Secretary and Compliance Officer **E-mail:** ipo@rushil.com;

Website: www.rushil.com **Corporate Identity Number:** L25209GJ1993PLC019532

Date:

Name of First/Sole Shareholder:

First Call Notice Number	Folio Number/DP ID & Client ID	No. of Rights Equity Shares held as on Record Date	PAN	Amount due and payable (₹) First Call @ ₹12.5 per Rights Equity Share

Payment details (to be filled in by the shareholder)

First Call Money Due (₹)	Cheque/Demand Draft Amount (₹)	Cheque/ Demand Draft No.	Drawn On (Bank & Branch)	Date of Payment	Bank Serial No. (To be filled by the Bank)

GENERAL INSTRUCTIONS

- Shareholders are requested to send cheque/demand draft along with each First Call money notice. Cheque/demand draft should be made payable to “**Rushil Décor Limited Call Money Collection A/c**” in case of resident shareholders or non- resident shareholders applying on repatriable basis or non-repatriable basis payable at Ahmedabad, and crossed “Account Payee Only”. Further please mention First Call notice no., folio no./ DP ID no./ client ID no./ no. of Rights Equity Shares at the back of the cheque/ demand draft. Cash payment shall not be accepted.
- Shareholders who are unable to deposit the First Call money to Yes Bank Ltd branches may send their money along with the duly completed acknowledgement slip by registered post/speed post to (1) Company’s Registrar i.e. Bigshare Services Pvt. Ltd, 1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East), Mumbai, Maharashtra, 400059, India; or (2) addressing to Company’s Secretarial Department sitting at the Corporate Office of the Company at Rushil House, Near Neelkanth Green Bungalow, Off. Sindhu Bhavan Road, Shilaj, Ahmedabad-380 058, Gujarat, India, quoting full name of the sole/first joint applicant, First Call notice no., folio no./ DP ID no./ client ID no./ no. of Rights Equity Shares at the back of the cheque/ demand draft so that the same are received on or before last date of payment of First Call money i.e. Wednesday, December 2, 2020. The Company or its Registrar will not be liable for any delayed receipt, and reserves the right to reject.

provisions of the Articles of Association of the Company and the Letter of Offer dated September 7, 2020.

- Cheque/ demand draft should be drawn on any bank branch specified in this First Call money notice. Outstation cheques/bank drafts, cash, money orders and postal orders will not be accepted. No post-dated cheque will be accepted and shall be liable to be rejected.
- First Call money notice accepted by the bank is not a final confirmation of the First Call money acceptance as the same will be subject to checking at the bank and Company.
- The First Call money due on the number of Rights Equity Shares held by the investors needs to be paid in full. Investors may please note that no part payment would be accepted and part payment would be treated as non- payment of First Call money which shall render the Partly paid Rights Equity shares, including the amount already paid thereon, liable to be forfeited.
- The shareholders may note that the Rights Equity Shares of the Company under ISIN **IN9573K01015**, which are listed on BSE Limited and National Stock Exchange of India Limited are suspended from trading with effect from November 10, 2020.

paid up to the extent of First Call and would be to a new ISIN No., to be allotted by the NSDL/CDSL.

- The process of corporate action for converting the partly paid Equity Shares to the partly paid up Equity Shares paid up to the extent of First Call to the Investors’ last date of payment of the First Call money stipulated under this notice.

- In case of non-receipt of the First Call notice, shareholders can request by email or letter, for the duplicate First Call money notice to the Registrars to the Rights Issue, Bigshare Services Pvt. Ltd, at 1st floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East), Mumbai- 400 059, Maharashtra, India or may also download from the website www.bigshareonline.com or Company’s Website www.rushil.com . In such a case, however, the shareholder has to fill the folio no. / DP & client ID, No. of Rights Equity Shares held and amount payable towards the First Call money.

- The shareholder must mention his/her permanent account number (“**PAN**”) allotted under the Income Tax Act, 1961.

- All correspondence in this regard may be addressed to Registrar to Issue:

Bigshare Services Pvt. Ltd

1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (East), Mumbai, Maharashtra-400059, India; **Telephone:** +91 22 6263 8200; **Facsimile:** +91 22 6263 8299 **E-mail** rightsissue@bigshareonline.com; **Investor grievance email:** investor@bigshareonline.com; **Contact Person:** Arvind Tandel; **Website:** www.bigshareonline.com; **SEBI Registration No.:** INR000001385

13. **COLLECTION BANK BRANCHES FOR RESIDENT AND NON-RESIDENT APPLICANTS** : YES BANK LTD : **AGRA**: GROUND AND FIRST FLOOR, 116/18, SANJAY PALACE, AGRA -282002, UTTAR PRADESH, Tel: 0562-4049008 : **AHMEDABAD**: 102/103, CG CENTRE, CG ROAD, AHMEDABAD-380009, GUJARAT, Tel: 079-6609922: **AMRITSAR**: 42, MALL ROAD, NEXT TO RITZ HOTEL, AMRITSAR-143001, PUNJAB, Tel: 0183 – 5031605: **AURANGABAD**: A7, GROUND FLOOR, AURANGABAD BUSINESS CENTRE, AURANGABAD-431001, MAHARASHTRA Tel: 0240 6619000: **BENGALURU**: GROUND FLOOR, PRESTIGE OBELISK, MUNICIPAL NO 3, KASTURBA ROAD, BANGALORE-560001, KARNATAKA Tel: 080-30429001: **VADODARA**: GROUND FLOOR, CORNER SQUARE, RACE COURSE CIRCLE, NEXT TO WEST SIDE/ INOX, BARODA- 390007, GUJARAT, Tel: 0265-6619328: **BHAVNAGAR**: UNIT NO.G-1, Part G-2 G-3 Of , THE BUILDING KNOWN AS “SILVER ARC”, PLOT NO.9, WAGHAWADI ROAD, BHAVNAGAR-364001, GUJARAT, Tel: 0278-6631001: **CHANDIGARH**: SHOP CUM OFFICE (SCO) NO 151-152, SECTOR 9C, MADHYA MARG, CHANDIGARH-160017, CHANDIGARH, Tel: 0172-6659114: **CHENNAI**: UTHAMAR GANDHI SALAI, OPP PARK HOTEL, NUNGAMBAKKAM, CHENNAI- 600034, TAMIL NADU, Tel: 044-66765024: **COIMBATORE**: MANCHESTER KRISHNA LANDMARK, AVINASHI ROAD, COIMBATORE- 641018, TAMIL NADU, Tel: 0422-6649102: **NEW DELHI**: 11/48, NYAYA MARG, CHANAKYAPURI, NEW DELHI- 110021, DELHI, Tel: 011-30259035: **HYDERABAD**: MAYANK TOWERS, SURVEY NO.31 (OLD),31/2 (NEW), RAJ BHAVAN ROAD,SOMAJIGUDA, HYDERABAD- 500082, ANDHRA PRADESH, Tel: 9704018222: **INDORE**: YES BANK LTD,9/1/1 M.G ROAD,ADJOINING TREASURE ISLAND, INDORE-452001,MADHYA PRADESH, Tel: 0731-4275000, **JAIPUR**: G2, GROUND FLOOR, GREEN HOUSE, PLOT O-15, ASHOK MARG, JAIPUR- 302001, RAJASTHAN, Tel: 0141-3983820: **JALANDHAR**: YES BANK LTD, GROUND FLOOR, SATNAM COMPLEX, BMC CHOWK, JALANDHAR -144001, PUNJAB, Tel: 0181 5029064: **JODHPUR**: GROUND FLOOR,117/4, PWD COLONY, JODHPUR-342001, RAJASTHAN, Tel: 9829962324: **KANPUR**: GROUND FLOOR, PADAM TOWERS 14/113, CIVIL LINES, KANPUR- 208001, UTTAR PRADESH, Tel: 0512-6710140: **KOCHI**: YES BANK LTD, FIRST FLOOR, PUTHURAN PLAZA, KPCC JUNCTION, M G ROAD, KOCHI - 682011, KERALA, Tel: 0484-6641009: **KOLKATA**: RUSSEL STREET, KOLKATA-700017, WEST BENGAL, Tel: 033-39879165: **LUCKNOW**: TULSI COMPLEX, 12, RANI LAXMIBAI MARG, HAZRATGANJ, LUCKNOW-226001, UTTAR PRADESH, Tel: 0522-4099102: **LUDHIANA**: B-XX/2427/928, GF- FF, GOBIND NAGAR, FEROPUR ROAD, LUDHIANA-141001, PUNJAB, Tel: 0161-4689043: **MUMBAI**: 1 A MITTAL CHAMBERS, NARIMAN POINT OPP INOX THEATRE, MUMBAI- 400021, MAHARASHTRA, Tel: 022-66749000: **NAGPUR**: GR FLOOR SWAMI SADAN, PLOT NO 206/1 A GPO SQUARE, VIP ROAD CIVIL LINES, NAGPUR-440001, MAHARASHTRA, Tel: 0712-6628822: **NASHIK**: SHOP NO 9 TO 13, AGORA, CANADA, CORNER, JUNCTION OF SHARANPUR AND, COLLEGE ROAD, NASHIK-422002, MAHARASHTRA, Tel: 2536619000: **PANAJI**: GROUND AND FIRST FLOOR, PLOT-SANTO AGOSTINHO,18TH JUNE ROAD, OPP HDFC BANK, PANAJI- 403001, GOA, Tel: 0832-6659000-106: **PATNA**: GROUND FLOOR, RAJENDRA RAM PLAZA, EXHIBITION ROAD, PATNA-800001, BIHAR, Tel: 06123009016: **PUNE**: KARAN SELEN, BHANDARKAR ROAD, SHIVAJI NAGAR, PUNE-411004, MAHARASHTRA, Tel: 020-30149054: **RAJKOT**: FIRST FLOOR, NATH EDIFICE, PLOT NO 21/2S, NO.450/C, JCT DR YAGNIK RD AND RACE COURSE RD, RAJKOT-360001, GUJARAT, Tel: 0281 – 6691401: **SHIMLA**: GROUND LEVEL, TIMBER HOUSE, CART ROAD, SHIMLA-171001, HIMACHAL PRADESH, Tel: 0177 – 6629022: **SRINAGAR**: UNIT NO 1-6, 2ND FLOOR, M.S. MALL SITE, RESIDENCY ROAD ESTATE, SRINAGAR-190001, JAMMU AND KASHMIR, Tel: 0194-2483132: **SURAT**: GR FLOOR,MANGALDEEP, RING ROAD, NEAR MAHAVIR HOSPITAL, NEAR RTO, SURAT-395001, GUJARAT, Tel: 0261-6600126, **UDAIPUR**: YES BANK LTD, 29, GOVERDHAN PLAZA, OPP LOKKLAMANDAL, UDAIPUR - 313002, RAJASTHAN, Tel: 0294-5105731: **VISAKHAPATNAM**: YES BANK LTD, GROUND FLOOR, SUN TOWER TS NO 1187 OF BLOCK NO 53, WALT AIR MAIN ROAD, VISAKHAPATNAM -530007, ANDHRA PRADESH, Tel: 0891-6623000: **BHUBANESHWAR**: 31 BAPUJI NAGAR BHUBHANESHWAR-751009, ODISHA, Tel: 9937500891: **GUWAHATI**: GF AND FF BUILDING NO-115 GOYAL ENCLAVE G.S, GUWAHATI-781005, ASSAM, TEL: 9435031462.