

**RIGHT ENTITLEMENT LETTER FOR THE RIGHTS ISSUE
BY SWISS MILITARY CONSUMER GOODS LIMITED
FOR THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY ONLY
THIS LETTER CONTAINS 4 PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.**



SWISS MILITARY CONSUMER GOODS LIMITED

Registered and Corporate Office: W-39, Okhla Industrial Area, Phase-II, New Delhi - 110020
Contact person: Vikas Jain, Company Secretary and Compliance Officer; **Telephone:** +91-11-41067060
E-mail id: cs@swissmilitaryshop.com; **Website:** www.swissmilitaryshop.com
Corporate Identity Number: L51100DL1989PLC034797

DP ID- Client ID/ Folio
Number: Application Number
Sole/ First Holder
Name: Add 1:
Add 2:
Add 3:
Add 4:
PIN

Joint Holder 1:
Joint Holder 2:
Joint Holder 3:

Date: November 10, 2021

Dear
Shareholder,

Subject: Issue of up to 4,91,48,498 Fully Paid-Up Equity Shares of face value of Rs. 2 each (“Rights Equity Shares”) of Our Company for cash at a price of Rs. 2 each per Rights Equity Share (“Issue Price”) for an aggregate amount up to Rs. 9.83 crores* on a rights basis to the Existing Equity Shareholders of our company in the ratio of 1 (One) Rights Equity Share for every 1 (One) Fully Paid-Up Equity Share held by the Existing Equity Shareholders on the Record Date, that is on Tuesday, November 09, 2021 (the “Issue”). The Issue Price for the Rights Equity Shares is 1 (one) time the Face Value of the Equity Shares. For further details, see “Terms of the Issue” on page 162 of the Letter of Offer.

Assuming full subscription.

Ref: Letter of Offer and Abridged Letter of Offer dated November 01, 2021 issued by the Company to the Eligible Equity Shareholders pursuant to the captioned Rights Issue.

We are happy to inform that Our Company is proposing a Rights Issue of Equity Shares as mentioned in the captioned subject in the ratio of 1:1 (One) Rights Equity Share for every 1 (One) fully paid-up Equity Share held by the existing Equity Shareholders on the Record Date, that is on November 09, 2021.

You are requested to kindly note that the Issue Price is Rs. 2/- per Equity Share. The full amount of Issue Price, i.e. Rs. 2/- per Equity Share is payable on Application.

With reference to the above, please find below the details of the Equity Shares held by you as on the Record Date, i.e., November 09, 2021, along with your Rights Entitlement, calculated on the basis of the above-mentioned ratio, for your kind information:

NUMBER OF EQUITY SHARES HELD BY YOU ON RECORD DATE	NUMBER OF RIGHTS ENTITLEMENT

You are requested to take note of the Issue Schedule as provided hereunder:

ISSUE OPENS ON	LAST DATE FOR ON MARKET RENUNCIATION*	ISSUE CLOSES ON#
WEDNESDAY, NOVEMBER 24, 2021	FRIDAY, DECEMBER 03 ,2021	WEDNESDAY, DECEMBER 08, 2021

**Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renounees on or prior to the Issue Closing Date.*

Our Board or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time but not exceeding 30 (thirty) days from the Issue Opening Date (inclusive of the Issue Opening Date). Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

Kindly note that pursuant to the provisions of the SEBI ICDR Regulations, 2018 and the SEBI – Rights Issue Circular SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, the Rights Entitlements, as mentioned above, shall be credited only in dematerialized form in your demat account before the Issue Opening Date with ISIN – INE010C20017.

In accordance with the SEBI circular HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, the Eligible Equity Shareholders, who hold Equity Shares in physical form as on the Record Date are required to furnish the details of their demat account along with copies of self-attested PAN and details of address proof by way of uploading on Registrar’s website the records confirming the legal and beneficial ownership of their respective Equity Shares at least two Working Days prior to the Issue Closing Date, i.e. December 08, 2021, after which they can apply through ASBA facility only. For further details, please refer to the headings “*Terms of the Issue*” at page 162 of the Letter of Offer.

You can obtain the details of your respective Rights Entitlements from the website of the Registrar to the Issue as well at: rights.alankit.com, by entering your DP ID and Client ID or Folio Number (in case of Eligible Equity Shareholders holding Equity Shares in physical form). You may also communicate with the Registrar with the helpline number (+91 11 42541952) and through their email address (smcrights@alankit.com).

Renunciation of Rights Entitlements

The Issue includes a right exercisable by you to renounce the Rights Entitlements credited in your demat account either in full or in part in favor of any other person or persons in India only. The renouncement of Rights Entitlements credited in your demat account can be made either a) by using the secondary market platform of the Stock Exchanges through a registered stock broker (“**On Market Renunciation**”) or b) through off market transfer through a depository participant (“**Off Market Renunciation**”) during the Renunciation Period. For more details, see “**Procedure for Renunciation of Rights Entitlements**” on page 182 of the Letter of Offer.

Kindly note that, in accordance with the SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, the Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date shall be required to provide their demat account details to our Company or the Registrar to the Issue for credit of REs not later than two working days prior to issue closing date, such that credit of REs in their demat account takes place at least one day before issue closing date, thereby enabling them to renounce their Rights Entitlements through Off Market Renunciation.

Application Process for Rights Issue

If you are desiring to make an Application in this Issue, kindly note that you are mandatorily required to use either the ASBA process or the optional mechanism instituted only for resident Investors in this Issue, i.e., R-WAP instituted only for Resident Shareholders in this Issue, in the event the Shareholders are not able to utilize the ASBA facility for making an Application despite their best efforts). Resident Shareholders shall mean the Resident Shareholders who are holding the Equity Shares of our Company as on the Record Date i.e. November 09, 2021 (hereinafter referred to as the “**Resident Shareholders**”). However, the Shareholders who receive the renounced Equity Shares offered in this Issue shall not be considered as Resident Shareholders and shall not be eligible to apply through R-WAP. Further, if you are holding Equity Shares in physical form as on the Record Date, you shall also not be shall not be eligible to renounce their rights entitlements. For details, see “*Making of an Application through the ASBA Process*”, “*Making of an Application through the Registrar’s Web-based Application Platform (“R-WAP”) process*” and “*Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form*” on page 166, 167 and 171, respectively.

ASBA facility – Investors can submit the Application Form in physical mode to the designated branch of the Self-Certified Syndicate Banks (“SCSBs”), or make online / electronic Application through the website of the SCSBs (if the facility is made available by such SCSB). SCSBs are self-certified syndicate banks registered with SEBI, which offer the facility of ASBA. For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process and details on designated branches of SCSBs collecting the Application form please refer to - <https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=34>

R-WAP - In accordance with SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, a separate web based application platform i.e. the R-WAP facility (accessible at rights.alankit.com), has been instituted for making an Application in this Issue by resident Original Resident Shareholder. R-WAP has been instituted for making Application in Rights Issue only for Resident Shareholders who are holding shares as on Record date i.e. November 09, 2021. At R-WAP, Resident Shareholder can access and submit online Application Form in electronic mode and make online payment using their internet banking or UPI facility from their own bank account thereat.

Please note that Applications made with payment using third party bank accounts are liable to be rejected. In case of internet banking, there is no restriction on maximum amount that can be paid, except limit set by your respective bank. However, in case of UPI facility, payment can be made only up to Rs. 2 lakhs.

If you are desirous of making an application in this Issue, you should carefully read the provisions applicable to such Applications before making their Application through ASBA or using the R-WAP. For details, see “*Terms of the Issue - Making of an Application through the ASBA Process*” and “*Terms of the Issue – Making of an Application through Registrar’s Web-based Application Platform (“R- WAP”) process*” on page 166 and 167, respectively of the Letter of Offer.

Additionally, in terms of Regulation 78 of the SEBI ICDR Regulations, 2018 you may choose to accept the offer to participate in this Issue by making plain paper Applications. The SCSBs shall accept such application forms only if all details required for making the application as per these regulations are specified in the plain paper application. Please note that Eligible Equity Shareholders making an application in this Issue by way of plain paper applications shall not be permitted to renounce any portion of their Rights Entitlements. If you make an application both in an application form as well as on a plain paper, both applications are liable to be rejected. For details, see “*Making of an Application by Eligible Equity Shareholders on Plain Paper under ASBA process*” on page 169 of the Letter of Offer.

In accordance with the SEBI Rights Issue Circulars, the Eligible Equity Shareholders, who hold Equity Shares in physical form as on the Record Date are required to furnish relevant details (such as copies of self- attested PAN and client master sheet of demat account etc., details/ records confirming the legal and beneficial ownership of their respective Equity Shares) to our Company or the Registrar not later than two Working Days prior to the Issue Closing Date, i.e., by Friday, December 03, 2021 to enable the credit of their Rights Entitlements by way of transfer from the demat suspense escrow account to their demat account at least one day before the Issue Closing Date, to enable such Eligible Equity Shareholders to make an application in this Issue, and this communication shall serve as an intimation to such Eligible Equity Shareholders in this regard. Such Eligible Equity Shareholders are also requested to ensure that their demat account, details of which have been provided to our Company or the Registrar account is active to facilitate the aforementioned transfer. Such Eligible Equity Shareholders must check the procedure for Application by and credit of Rights Equity Shares in “*Making of an Application by Eligible Equity Shareholders holding Equity Shares in physical form*” on page 171 of the Letter of Offer.

In accordance with SEBI Rights Issue Circulars and MCA Circular No. 21/2020 dated May 11, 2020, we are sending herewith the Abridged Letter of Offer and Application Form through email and physical delivery by permitted mode to you being the Eligible Equity Shareholders who has provided your Indian addresses to our Company. Please note that by accessing the Right Entitlement e-mail or any external websites referred to therein, or by accepting the physical delivery of the Issue material you are hereby deemed to represent that you are a resident of India. The contents of the Right Entitlement e-mail or the Issue materials sent through physical delivery to your Indian address and its enclosures should not be reproduced, transmitted or distributed to any other person.

Availability of Issue materials

You can also access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided that you are eligible to subscribe for the Rights Equity Shares under applicable securities laws) on the websites of:

- the Registrar at (www.alankit.com);
- our Company at (www.swissmilitaryshop.com);
- the Lead Manager at (www.tcagroup.in) and
- the Stock Exchanges at (www.bseindia.com)
-
- the Registrar’s web-based application platform at rights.alankit.com (R-WAP).

Other important links and helpline numbers:

You can visit following links for the below-mentioned purposes:

- a) Frequently asked questions and online/ electronic dedicated Shareholders helpdesk for guidance on the Application process and resolution of difficulties faced by the Shareholders: rights.alankit.com
- b) Updation of Indian address/ e-mail address/ phone or mobile number in the records maintained by the Registrar or our

Company: rights.alankit.com

- c) Updation of demat account details by Eligible Equity Shareholders holding shares in physical form: rights.alankit.com
- d) Submission of self-attested PAN, client master sheet and demat account details by non- resident Eligible Equity Shareholders: rights.alankit.com

Thanking you,

Yours Truly,

For **SWISS MILITARY CONSUMER GOODS LIMITED**

Sd/-

(VIKAS JAIN)

Company Secretary and Compliance Officer