This is a public announcement for information purposes only and is not a prospectus announcement. This does not constitute an invitation or offer to acquire, purchase or subscribe for securities. **Not for publication or distribution, directly or indirectly outside India.**

UJJIVAN SMALL FINANCE BANK LIMITED

Our Bank was incorporated as Ujjivan Small Finance Bank Limited on July 4, 2016 at New Delhi as a public limited company under the Companies Act, 2013, and was granted the certificate of incorporation by the Registrar of Companies, National Capital Territory of Delhi and Haryana ("**RoC**"). Our Promoter, Ujjivan Financial Services Limited ("**UFSL**") was granted the in-principle approval to establish a small finance bank ("**SFB**"), by the Reserve Bank of India ("**RBI**"), pursuant to its letter dated October 7, 2015. Subsequently, UFSL received the final approval for our Bank to carry on the SFB business in India, pursuant to a letter dated November 11, 2016 issued by the RBI. Our Bank commenced its business with effect from February 1, 2017 and was included in the second schedule to the RBI Act pursuant to a notification dated July 3, 2017 issued by the RBI. For further details, see "*History and Certain Corporate Matters*" on page 136 of the Red Herring Prospectus dated November 22, 2019 (**"RHP"**).

Registered Office: Plot No. 2364/ 8, Khampur Raya Village, Shadi Kampur, Main Patel Road, New Delhi 110 008, India; **Tel:** +91 11 3043 2121, **Corporate Office:** Grape Garden, No. 27, 3rd 'A' Cross, 18th Main, 6th Block, Koramangala, Bengaluru 560 095, Karnataka, India; **Tel:** +91 80 4071 2121

Website: www.ujjivansfb.in; **Contact Person:** Chanchal Kumar, Company Secretary and Compliance Officer; **E-mail:** ipo@ujjivan.com; **Corporate Identity Number:** U65110DL2016PLC302481

OUR PROMOTER: UJJIVAN FINANCIAL SERVICES LIMITED

INITIAL PUBLIC OFFER OF UP TO [•] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH ("EQUITY SHARES") OF UJJIVAN SMALL FINANCE BANK LIMITED ("BANK" OR "ISSUER") FOR CASH AT A PRICE OF ₹ [•] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹ [•] PER EQUITY SHARE) AGGREGATING UP TO ₹ 7,500 MILLION* ("ISSUE"). THE ISSUE INCLUDES A RESERVATION OF UP TO [•] EQUITY SHARES, AGGREGATING UP TO ₹ 750 MILLION, FOR SUBSCRIPTION BY ELIGIBLE UFSL SHAREHOLDERS ("UFSL SHAREHOLDER RESERVATION PORTION"). THE UFSL SHAREHOLDER RESERVATION PORTION SHALL NOT EXCEED 10% OF THE ISSUE. THE ISSUE LESS THE UFSL SHAREHOLDER RESERVATION PORTION IS HEREINAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE SHALL CONSTITUTE [•]% AND [•]%, RESPECTIVELY, OF THE POST-ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR BANK.

***OUR BANK HAS, IN CONSULTATION WITH THE BRLMS, UNDERTAKEN A PRE-IPO PLACEMENT OF 71,428,570 EQUITY SHARES FOR CASH CONSIDERATION AGGREGATING TO ₹ 2,500 MILLION. THE SIZE OF THE ISSUE OF ₹ 10,000 MILLION HAS BEEN REDUCED BY ₹ 2,500 MILLION PURSUANT TO THE PRE-IPO PLACEMENT, AND ACCORDINGLY, THE ISSUE SIZE IS ₹ 7,500 MILLION.**

[^]A discount of ₹ 2 per Equity Share is being offered to Eligible UFSL Shareholders Bidding in the UFSL Shareholder Reservation Portion

QIB Portion: Not less than 75% of the Net Issue
Retail Portion: Not more than 10% of the Net Issue
Non-Institutional Portion: Not more than 15% of the Net Issue
UFSL Shareholder Reservation Portion: Not more than 10% of the Issue

Price Band: ₹ 36 to ₹ 37 per Equity Share of face value of ₹ 10 each.
The Floor Price is 3.6 times the face value of the Equity Shares and the Cap Price is 3.7 times the face value of the Equity Shares.
Bids can be made for a minimum of 400 Equity Shares and in multiples of 400 Equity Shares thereafter.

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 Bidders ("RIBs") and Eligible UFSL Shareholders Bidding in the UFSL Shareholder Reservation Portion.

ASBA has to be availed by all the investors except Anchor Investors. UPI may be availed by Retail Individual Bidders and Eligible UFSL Shareholders Bidding in the UFSL Shareholder Reservation Portion.
For details on the ASBA and UPI process, please refer to the details given in ASBA Form and abridged prospectus and also please refer to the section "Issue Procedure" beginning on page 337 of the Red Herring Prospectus. The process is also available on the website of AIBI and Stock Exchanges in the General Information Document.
*ASBA Forms can be downloaded from the websites of BSE Limited (**"BSE"**) and National Stock Exchange of India Limited (**"NSE"**, and together with BSE, the **"Stock Exchanges"**) and can be obtained from the list of banks that is displayed on the website of SEBI at www.sebi.gov.in. **"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 Issue, in accordance with the requirements of the SEBI Circular dated November 1, 2018.*

Risks to Investors:

- **The three Book Running Lead Managers associated with the Issue have handled 34 public issues in the past three years out of which 10 closed below the issue price on listing date.**
- **The Price/ Earnings ("PE") ratio based on diluted EPS for Fiscal 2019 for the Issuer at the upper end of the Price Band is as high as 30.83 as compared to the average industry peer group PE ratio of 29.64.**
- **The Issue Price at the upper end of the Price Band is ₹37 per Equity Share.**
- **Weighted Average Return on Net Worth for Fiscal 2017, Fiscal 2018 and Fiscal 2019 is 4.88%.**
- **The Net Asset Value per Equity Share of the Bank as on March 31, 2019 is ₹ 12.64 and as on September 30, 2019 is ₹ 13.84.**

BASIS FOR ISSUE PRICE

The Issue Price will be determined by our Bank in consultation with the BRLMs, on the basis of assessment of market demand for the Equity Shares offered through the Book Building Process and on the basis of quantitative and qualitative factors as described below. The face value of the Equity Shares is ₹ 10 each and the Issue Price is 3.6 times the face value at the Floor Price and 3.7 times the face value at the Cap Price of the Price Band. Investors should also see "*Our Business*", "*Risk Factors*", "*Management's Discussion and Analysis of Financial Condition and Results of Operations*" and "*Financial Statements*" on pages 105, 22, 270 and 198 of the RHP, respectively, to have an informed view before making an investment decision.

Qualitative Factors

Some of the qualitative factors and our strengths which form the basis for computing the Issue Price are:

• Deep understanding of mass market serving unserved and underserved segments; • Customer centric organization with multiple delivery channels; • Pan-India presence; • Technology driven operating model with advanced digital platform; • Robust risk management framework; • Strong track record of financial performance; • Professional management, experienced leadership with focus on employee welfare.

For details, see "*Our Business – Strengths*" on page 106 of the RHP.

Quantitative Factors

Our Bank allotted 14,055,097 Equity Shares under the USFB ESPS 2019 to certain eligible employees of our Bank and UFSL on November 11, 2019. For further details, see "*Capital Structure*" on page 65 of the RHP. Further, our Bank has undertaken a Pre-IPO Placement post filing of the Draft Red Herring Prospectus, pursuant to which our Bank allotted 71,428,570 Equity Shares for cash consideration aggregating to ₹ 2,500 million on November 13, 2019. For information in relation to allottees, see "*Capital Structure*" on page 65 of the RHP.

The information presented below relating to our Bank is based on the Restated Financial Statements. For details, see "*Financial Statements*" on page 198 of the RHP.

Some of the qualitative factors which may form the basis for computing the Issue Price are as follows:

A. Basic and Diluted Earnings Per Share ("EPS"):

Fiscal Year ended	Basic EPS (in ₹)	Diluted EPS (in ₹)	Weight
March 31, 2017	0.00	0.00	1
March 31, 2018	0.05	0.05	2
March 31, 2019	1.20	1.20	3
Weighted Average	**0.62**	**0.62**	
Six months period ended September 30, 2019*	**1.21**	**1.21**	

** Not annualized*

Basic earnings per share (₹) = Restated net profit available to equity shareholders / Weighted average number of equity shares outstanding during the year/period

Diluted earnings per share (₹) = Restated net profit available to equity shareholders / Weighted average number of diluted equity shares outstanding during the year/period

NOTES: (1) *Basic and diluted earnings per Equity Share are computed in accordance with Accounting Standard 20 'Earnings per Share'.* (2) *The above statement should be read with significant accounting policies and notes on Restated Financial Statements as appearing in the Financial Statements.*

B. Price/Earning ("P/E") ratio in relation to the Price Band of ₹ 36 to ₹ 37 per Equity Share:

Particulars	P/E at the Floor Price (no. of times)	P/E at the Cap Price (no. of times)
Based on basic EPS for year ended March 31, 2019	30.00	30.83
Based on diluted EPS for year ended March 31, 2019	30.00	30.83

Industry Peer Group P/E ratio

Particulars	Industry P/E
Highest	60.85
Lowest	15.70
Average	29.64

Note: *The industry high and low has been considered from the industry peer set provided later in this section. The industry composite has been calculated as the arithmetic average of P/E for industry peer set disclosed in this section. For further details, see "– Comparison with listed industry peers" on page 81 of the RHP.*

C. Return on Net Worth ("RoNW")

As per Restated Financial Statements:

Fiscal Year ended	RoNW (%)	Weight
March 31, 2017	0.00	1
March 31, 2018	0.42	2
March 31, 2019	9.49	3
Weighted Average	**4.88**	
Six months period ended September 30, 2019*	**9.39**	

**Not annualized*

Return on net worth (%) = Restated profit after tax, attributable to equity shareholders / Net worth as restated at the end of year/period

D. Net Asset Value ("NAV") per Equity Share

Fiscal year ended/ Period ended	Restated Financial Statements (₹)
As on March 31, 2019	12.64
As at September 30, 2019	13.84
After Issue	At Floor Price: 14.81
	At Cap Price: 14.86
Issue Price	[•]

Note: Issue Price per Equity Share will be determined on conclusion of the Book Building Process. Net asset value per equity share represents restated net worth at the end of the year/period divided by total number of equity shares outstanding at the end of year/period

E. Comparison with Listed Industry Peers

The following peer group has been determined on the basis of companies listed on Indian stock exchanges, whose business profile is comparable to our businesses:

Name of the company	Total Income (₹ in million)	Face Value per Equity Share (₹)	P/E	EPS (Basic) (₹)	RoNW (%)	NAV (₹)
Ujjivan Small Finance Bank Limited	20,375.75	10	[•]	1.20	9.49	12.64
Listed Peers						
AU Small Finance Bank Ltd	34,108.65	10	60.85	13.16	12.07%	108.19
Equitas Holdings Limited	23,585.30	10	16.65	5.18	7.24%	71.57
Bandhan Bank Limited	77,070.99	10	34.23	16.36	17.42%	93.89
CreditAccess Grameen Ltd	12,833.20	10	33.08	23.37	13.18%	164.75
RBL Bank Limited	77,430.64	10	15.70	20.25	11.43%	176.58
DCB Bank Limited	33,916.47	10	17.35	10.53	10.44%	100.65

Source: All the financial information for listed industry peers mentioned above is on a consolidated basis (unless otherwise available only on standalone basis) and is sourced from the financial results of the respective company for the year ended March 31, 2019 submitted to stock exchanges, unless specifically disclosed below.

Financial information for Ujjivan Small Finance Bank Limited is based on the Restated Financial Statements for the year ended March 31, 2019.

Notes: 1. Basic EPS refers to the Basic EPS sourced from the financial results of the respective company for the year ended March 31, 2019. 2. P/E Ratio has been computed based on the closing market price of equity shares on NSE on November 15, 2019 divided by the Basic EPS provided under Note 1. 3. RoNW is computed as net profit after tax (or total comprehensive income, as applicable) divided by closing net worth. Net worth has been computed as sum of share capital, reserves and surplus, money received against share warrants and employee stock options outstanding, as applicable. 4. Net Asset Value ("NAV") is computed as the closing net worth divided by the equity shares outstanding as on March 31, 2019.

F. The Issue price is [•] times of the face value of the Equity Shares

The Issue Price of ₹ [•] has been determined by our Bank in consultation with the BRLMs, on the basis of market demand from investors for Equity Shares through the Book Building Process and is justified in view of the above qualitative and quantitative parameters.

Investors should read the above mentioned information along with "*Risk Factors*", "*Our Business*", "*Management's Discussion and Analysis of Financial Condition and Results of Operations*" and "*Financial Statements*" on pages 22, 105, 270 and 198 of the RHP, respectively, to have a more informed view.

For further details, please see the chapter titled "BASIS FOR ISSUE PRICE" on page 80 of the RHP.

BID/ ISSUE SCHEDULE

BID/ ISSUE OPENS ON MONDAY, DECEMBER 2, 2019(1) | BID/ ISSUE CLOSES ON WEDNESDAY, DECEMBER 4, 2019

*(1) Our Bank may, in consultation with the BRLMs, consider participation by Anchor Investors in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure requirements) Regulations, 2018 ("**SEBI ICDR Regulations**"). The Anchor Investor Bid/ Issue Period shall be one Working Day prior to the Bid/ Issue Opening Date.*

In case of any revision in the Price Band, the Bid/ Issue Period will be extended by at least three additional Working Days after such revision in the Price Band, subject to the Bid/ Issue Period not exceeding 10 Working Days. In cases of force majeure, banking strike or similar circumstances, our Bank may, for reasons to be recorded in writing, extend the Bid/Issue Period for a minimum of three Working Days, subject to the Bid/ Issue Period not exceeding 10 Working Days. Any revision in the Price Band and the revised Bid/ Issue Period, if applicable, shall be widely disseminated by notification to the Stock Exchanges, by issuing a public notice, and also by indicating the change on the respective websites of the BRLMs and at the terminals of the Syndicate Members and by intimation to Designated Intermediaries and the Sponsor Bank.

The Issue is being made through the Book Building Process, in terms of Rule 19(2)(b) of the Securities Contracts (Regulation) Rules, 1957, as amended ("**SCRR**") read with Regulation 31 of the SEBI ICDR Regulations and in compliance with Regulation 6(2) of the SEBI ICDR Regulations, wherein not less than 75% of the Net Issue shall be allocated on a proportionate basis to Qualified Institutional Buyers ("**QIBs**") ("**QIB Portion**"), provided that our Bank may, in consultation with the BRLMs, allocate up to 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations ("**Anchor Investor Portion**"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Allocation Price. In the event of under-subscription, or non-allocation in the Anchor Investor Portion, the balance Equity Shares shall be added to the Net QIB Portion. Further, 5% of the Net QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis only to Mutual Funds, and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs, including Mutual Funds, subject to valid Bids being received at or above the Issue Price. Further, not more than 15% of the Net Issue shall be available for allocation on a proportionate basis to Non-Institutional Investors and not more than 10% of the Net Issue shall be available for allocation to Retail Individual Bidders in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All potential Bidders (except Anchor Investors) are required to mandatorily utilise the Application Supported by Blocked Amount ("**ASBA**") process providing details of their respective ASBA accounts, and UPI ID (in case of RIBs and Eligible UFSL Shareholders Bidding in the UFSL Shareholder Reservation Portion) if applicable, in which the corresponding Bid Amounts will be blocked by the SCSBs or under the UPI Mechanism, as applicable. Anchor Investors are not permitted to participate in the Issue through the ASBA process. For details, see "*Issue Procedure*" on page 337 of the RHP.

Bidders/Applicants should ensure that DP ID, PAN and the Client ID and UPI ID (in case of RIBs and Eligible UFSL Shareholders Bidding in the UFSL Shareholder Reservation Portion) are correctly filled in the Bid cum Application Form. The DP ID, PAN and Client ID provided in the Bid cum Application Form should match with the DP ID, PAN, Client ID available in the Depository database, otherwise, the Bid cum Application Form is liable to be rejected. Bidders/Applicants should ensure that the beneficiary account provided in the Bid cum Application Form is active. Bidders/Applicants should note that on the basis of the PAN, DP ID and Client ID as provided in the Bid cum Application Form, the Bidder/Applicant may be deemed to have authorized the Depositories to provide to the Registrar to the Issue, any requested Demographic Details of the Bidder/Applicant as available on the records of the depositories. These Demographic Details may be used, among other things, for giving Allotment Advice or unblocking of ASBA Account or for other correspondence(s) related to the Issue. Bidders/Applicants are advised to update any changes to their Demographic Details as available in the records of the Depository Participant to ensure accuracy of records. Any delay resulting from failure to update the Demographic Details would be at the Bidders/Applicants' sole risk.

CONTENTS OF THE MEMORANDUM OF ASSOCIATION OF OUR BANK AS REGARDS ITS OBJECTS: For information on the main objects of our Bank, investors are requested to see "*History and Certain Corporate Matters*" on page 136 of the RHP and Clause III of the Memorandum of Association of our Bank. The Memorandum of Association of our Bank is a material document for inspection in relation to the Issue. For further details, see "*Material Contracts and Documents for Inspection*" on page 358 of the RHP.

LIABILITY OF THE MEMBERS OF OUR BANK: Limited by shares.

AMOUNT OF SHARE CAPITAL OF OUR BANK AND CAPITAL STRUCTURE: As on the date of the RHP, the authorised share capital of our Bank is ₹ 25,000,000,000 divided into 2,300,000,000 Equity Shares of ₹ 10 each and 200,000,000 preference shares of ₹ 10 each, respectively. The issued, subscribed and paid-up Equity share capital of our Bank is ₹ 15,255,204,670 divided into 1,525,520,467 Equity Shares of ₹ 10 each. For details of the capital structure, see "*Capital Structure*" on page 65 of the RHP.

NAMES OF THE SIGNATORIES TO THE MEMORANDUM OF ASSOCIATION OF OUR BANK AND THE NUMBER OF EQUITY SHARES SUBSCRIBED BY THEM: The signatories to the Memorandum of Association are UFSL, which subscribed to 49,994 Equity Shares and Samit Kumar Ghosh, Carol Furtado, Itira Davis, Sudha Suresh, Premkumar G. and Rajat Singh who subscribed to one Equity Share each, as nominees on behalf of UFSL, who is the beneficial owner of such Equity Shares of our Bank at ₹ 10 each as initial subscription. For details of the share capital history and capital structure of the Bank see "*Capital Structure*" beginning on page 65 of the RHP.

LISTING: The Equity Shares issued through the Red Herring Prospectus are proposed to be listed on the Stock Exchanges. Our Bank has received 'in-principle' approvals from BSE and NSE for the listing of the Equity Shares pursuant to letters dated September 12, 2019 and August 30, 2019, respectively. For the purposes of the Issue, the Designated Stock Exchange shall be NSE. A signed copy of the Red Herring Prospectus and the Prospectus shall be delivered to the RoC for filing in accordance with Section 26(4) of the Companies Act 2013. For details of the material contracts and documents available for inspection from the date of the Red Herring Prospectus up to the Bid/ Issue Closing Date, see "*Material Contracts and Documents for Inspection*" on page 358 of the RHP.

DISCLAIMER CLAUSE OF SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI"): SEBI only gives its observations on the offer documents and this does not constitute approval of either the Issue or the specified securities stated in the offer document. The investors are advised to refer to page 319 of the RHP for the full text of the Disclaimer Clause of SEBI.

DISCLAIMER CLAUSE OF BSE: It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the Red Herring Prospectus has been cleared or approved by BSE Limited nor does it certify the correctness or completeness of any of the contents of the Red Herring Prospectus. The investor is advised to refer to the page 323 of the Red Herring Prospectus for the full text of the Disclaimer clause of the BSE Limited.

DISCLAIMER CLAUSE OF NSE (The Designated Stock Exchange): 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 page 323 of the RHP for the full text of the Disclaimer Clause of NSE.

DISCLAIMER CLAUSE OF THE RESERVE BANK OF INDIA: A license authorizing the Bank to carry on small finance bank business has been obtained from the Reserve Bank of India in terms of Section 22 of the Banking Regulation Act, 1949. It must be distinctly understood, however, that in issuing the license, the Reserve Bank of India does not undertake any responsibility for the financial soundness of the Bank or for the correctness of any of the statements made or opinion expressed in this connection.

GENERAL RISKS: Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read the RHP, including the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Bank and the Issue, including the risks involved. The Equity Shares in the Issue have not been recommended or approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of the Red Herring Prospectus. Specific attention of the investors is invited to "*Risk Factors*" beginning on page 22 of the RHP.

BOOK RUNNING LEAD MANAGERS			REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
Kotak Mahindra Capital Company Limited 1st Floor, 27 BKC, Plot No. 27, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 Maharashtra, India **Tel:** +91 22 4336 0000 **E-mail:** ujjivansfb.ipo@kotak.com **Investor grievance e-mail:** kmccredressal@kotak.com **Website:** www.investmentbank.kotak.com **Contact Person:** Ganesh Rane **SEBI Registration No.:** INM000008704	**IIFL Securities Limited** 10th Floor, IIFL Centre, Kamala City, Senapati Bapat Marg, Lower Parel (West) Mumbai 400 013 Maharashtra, India **Tel.:** +91 22 4646 4600 **E-mail:** usfbl.ipo@iiflcap.com **Investor grievance e-mail:** ig.ib@iiflcap.com **Website:** www.iiflcap.com **Contact Person:** Vishal Bangard/ Anant Gupta **SEBI Registration No.:** INM000010940	**JM Financial Limited** 7th Floor Cnergy, Appasaheb Marathe Marg Prabhadevi, Mumbai 400 025 Maharashtra, India **Tel:** +91 22 6630 3030 **E-mail:** ujjivansfb.ipo@jmfl.com **Investor grievance e-mail:** grievance.ibd@jmfl.com **Website:** www.jmfl.com **Contact Person:** Prachee Dhuri **SEBI Registration No.:** INM000010361	**Karvy Fintech Private Limited*** Karvy Selenium, Tower B, Plot No. 31-32, Gachibowli Financial District, Nanakramguda, Hyderabad 500 032 **Tel:** +91 40 6716 2222 **E-mail:** einward.ris@karvy.com **Investor grievance e-mail:** USFB.ipo@karvy.com **Website:** www.karisma.karvy.com **Contact Person:** Murali Krishna **SEBI Registration No.:** INR000000221 **Formerly known as KCPL Advisory Services Private Limited*	**Mr. CHANCHAL KUMAR,** **UJJIVAN SMALL FINANCE BANK LIMITED** Plot No. 2364/ 8, Khampur Raya Village, Shadi Kampur, Main Patel Road, New Delhi 110 008, India **Tel:** +91 80 4071 2121 **E-mail:** ipo@ujjivan.com **Website:** www.ujjivansfb.in Investors can contact the Company Secretary and Compliance Officer and/or the Registrar to the Issue, in case of any pre-issue or post-issue related problems, such as non-receipt of letters of Allotment, non-credit of Allotted Equity Shares in the respective beneficiary account, non-receipt of refund orders or non-receipt of funds by electronic mode.

AVAILABILITY OF RHP: Investors are advised to refer to the RHP and the "*Risk Factors*" beginning on page 22 of the RHP before applying in the Issue. A copy of the RHP is available on the website of SEBI at www.sebi.gov.in, the websites of the BRLMs at www.investmentbank.kotak.com, www.iiflcap.com and www.jmfl.com and the Stock Exchanges at www.bseindia.com and www.nseindia.com.

AVAILABILITY OF BID CUM APPLICATION FORM: Bid cum Application Form can be obtained from the Registered Office of Bank, **UJJIVAN SMALL FINANCE BANK LIMITED**, Telephone no.: +91 22 2548 5300; **BRLMs: Kotak Mahindra Capital Company Limited,** Tel: +91 22 4336 0000; **IIFL Securities Limited**, Tel.: +91 22 4646 4600 and **JM Financial Limited,** Tel: +91 22 6630 3030; **Syndicate Member: Kotak Securities Limited,** Telephone no.: +91 22 6218 5470; **JM Financial Services Limited,** Telephone no.: +91 22 6136 3400 and at selected locations of Sub-Syndicate Members (as given below), Registered Brokers, SCSBs, Designated RTA Locations and Designated CDP Locations for participating in the Issue. Bid cum Application Forms will also be available on the websites of the Stock Exchanges at www.bseindia.com and www.nseindia.com and at all the Designated Branches of SCSBs, the list of which is available on the websites of the Stock Exchanges and SEBI.

SUB-SYNDICATE MEMBERS: Almondz Securities Ltd.; Amrapali Capital & Finance Services Ltd.; Anand Rathi Share & Stock Brokers Ltd.; Axis Capital Limited; Bajaj Finanserv Securities Ltd.; Centrum Broking Limited; Centrum Capital Ltd.; Dalal & Broacha Stock Broking Private Limited; Edelweiss Securities Limited; Eureka Stock & Share Broking Services Limited; HDFC Securities Limited; ICICI Securities Limited; IDBI Capital Markets and Securities Ltd.; JM Financial Services Limited; Jobanputra Fiscal Services Private Limited; Keynote Capitals Limited; KJMC Capital Market Services Limited; Lakshmishree Investment & Securities (P) Limited; LKP Securities Limited; Motilal Oswal Financial Services Limited; Motilal Oswal Securities Limited; Prabhudas Lilladher Pvt Ltd.; Pravin Ratilal Share & Stock Broking Limited; RR Equity Brokers Pvt. Ltd.; SAFAL Capital (INDIA) Limited; SBICAP Sec Ltd.; Sharekhan Limited; SMC Global Securities Ltd.; Systematix Shares & Stocks (I) Ltd.; Tarun Sethia; Viren M Shah; YES Securities (India) Limited and Zerodha Broking Limited.

ESCROW COLLECTION BANK, PUBLIC ISSUE BANK, REFUND BANK AND SPONSOR BANK: HDFC BANK LIMITED.

UPI: Retail Individual Bidders and Eligible UFSL Shareholders Bidding in the UFSL Shareholder Reservation Portion can also Bid through UPI mechanism.

All capitalised terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

For **UJJIVAN SMALL FINANCE BANK LIMITED**
On behalf of the Board of Directors
Sd/-
Company Secretary & Compliance Officer

Place: Bengaluru
Date: November 26, 2019

Ujjivan Small Finance Bank Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares ("Equity Shares") and has filed a red herring prospectus ("RHP") with the Securities and Exchange Board of India and the Registrar of Companies, National Capital Territory of Delhi and Haryana. The RHP is available on the website of the SEBI at www.sebi.gov.in as well as on the websites of the book running lead managers, Kotak Mahindra Capital Company Limited, IIFL Securities Limited and JM Financial Limited, at www.investmentbank.kotak.com, www.iiflcap.com and www.jmfl.com respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to such risks, see "*Risk Factors*" on page 22 of the RHP.

The Equity Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act") or any other applicable law of the United States and, unless so registered, may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold (i) within the United States only to persons reasonably believed to be "qualified institutional buyers" (as defined in Rule 144A and referred to in the Red Herring Prospectus as "U.S. QIBs". For the avoidance of doubt, the term "U.S. QIBs" does not refer to a category of institutional investor defined under applicable Indian regulations and referred to in the Red Herring Prospectus as "QIBs") in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act, and (ii) outside the United States in offshore transactions in reliance on Regulation S and pursuant to the applicable laws of the jurisdictions where those offers and sales are made.

CONCEPT