



Aditya Consumer Marketing Limited

CIN : L52190BR2002PLC009872
An ISO 9001:2008 Certified Company

April 17, 2017

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 001

SCRIP Code: 540146

Sub:- Statement of Deviation or Variation under Regulation 32(2) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir(s),

With reference to the captioned subject matter and pursuant to Regulation 32(2) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Statement of deviation or variation of utilization of IPO proceeds as stated in the Prospectus for the half year ended March 31, 2017.

This is for your information and record.

Thanking you,

Yours faithfully,

For Aditya Consumer Marketing Limited

For Aditya Consumer Marketing Limited

Rachna

Company Secretary

Rachna
Company Secretary

Encl : as above



Go SUPER MARKET

- Bandar Bagicha
- S K Puri
- Kankar Bagh
- Ashiana Nagar
- Patna City
- Anisabad

Go Salon

For Ladies

- Bandar Bagicha
- S K Puri
- Kankar Bagh
- Ashiana Nagar
- Patna City
- Rajendra Nagar

For Gents

- Bandar Bagicha
- S K Puri
- Ashiana Nagar
- Patna City



Banquet & Conference Hall

- Bandar Bagicha
- Kankar Bagh

Yo!China

- Bandar Bagicha
- Ashiana Nagar
- Patna City



- S K Puri
- Kadam Kuan



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Name of the Company : Aditya Consumer Marketing Limited
For the Half Year Ended : March 31, 2017
Date of IPO : September 29, 2016 to October 05, 2016

With reference to the captioned subject matter, I Anil Kumar Singh, Chief Financial Officer of Aditya Consumer Marketing Limited hereby certify that the company has deployed the following amount for the purpose of the Objects as stated in prospectus of the Company dated 22nd September, 2016.

| S.No. | Particulars | Amount (in lacs) projected utilization of funds as per prospectus | Amount (in lacs) actual utilization of funds till 15 th April, 2017 | Deviation (if any) |
|-------|--|---|--|--------------------|
| 1 | Renovation of Supermarket, Restaurant, salon & spa | 253.40 | 253.40 | NIL |
| 2 | Working Capital | 261.60 | 261.60 | NIL |
| 3 | General Corporate Expenses | 50.00 | 50.00 | NIL |
| 4 | Issue Expenses | 35.00 | 35.00 | NIL |
| | Total | 600.00 | 600.00 | NIL |

Status of Balance of IPO Funds as on 17th April, 2017- NIL

We further confirm that there has been no deviation in actual utilization of the IPO proceeds from those mentioned in the Prospectus of the Company dated 22nd September, 2016.

Thanking you,

Yours faithfully,

For Aditya Consumer Marketing Limited

For Aditya Consumer Marketing Limited

Anil Kumar Singh
Chief Financial Officer

Anil Kumar Singh
Chief Financial Officer



Registered Office : M-15, S K Nagar, Main Road, Patna - 800 001 INDIA
T : +91 612 25206 74/854, E : anil.cfo@aditya-patna.com
website : www.adityaconsumer.com

99 SUPER MARKET

- Bandar Bagicha
- S K Puri
- Kankar Bagh
- Ashiana Nagar
- Patna City
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99 Salon

For Ladies

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Yo!China

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TAKE-AWAY-EXPRESS

- S K Puri
- Kadam Kuan