


**IN THE NATURE OF ABRIDGED PROSPECTUS-MEMORANDUM CONTAINING SALIENT FEATURES OF
THE RED HERRING PROSPECTUS**

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|  <p>Please scan this QR code to view the RHP</p> | <p>This is an abridged prospectus containing salient features of the Red Herring Prospectus (the “RHP”). You are encouraged to read greater details available in the RHP. Link to download RHP: https://macobstech.com</p> |
| | <p>THIS ABRIDGED PROSPECTUS CONSISTS OF EIGHT (8) PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.</p> |



MEENHOOD™

MACOBS TECHNOLOGIES LIMITED

CIN: U74999RJ2019PLC066608

| Registered Office | Contact Person | Telephone and Email | Website |
|---|---|--|---|
| Plot No. A-305, Backside National Handloom Corp. Vaishali Nagar, Jaipur, Rajasthan, India, 302021 | Ankita Soni Company Secretary and Compliance Officer | Tel: +91 8062195170 Email: compliance@macobstech.com | https://macobstech.com |

PROMOTERS OF OUR COMPANY

(i) Shivam Bhateja (ii) Dushyant Gandotra (iii) Divya Gandotra

DETAILS OF THE ISSUE

| TYPE | FRESH ISSUE | OFFER FOR SALE (₹ IN LAKHS) | TOTAL ISSUE | ELIGIBILITY & SHARE ALLOCATION | SHARE RESERVATION | | |
|-------------|---|-----------------------------|-------------------|--|---------------------------------------|--------------------------------------|--------------------------------------|
| Fresh Issue | Up to 25,95,200 Equity Shares aggregating up to ₹ [●] Lakhs | NA | Up to ₹ [●] Lakhs | This issue is being made in terms of Regulation 229(1) of Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended. For details in relation to share allocation among NIIs and RIIs, please refer “ <i>The Issue</i> ” on page 38. | QIB Including Anchor | NII | RII |
| | | | | | Not more than 7,39,200 Equity Shares. | Not less than 8,62,400 Equity Shares | Not less than 8,62,400 Equity Shares |

DETAILS OF OFFER FOR SALE, SELLING SHAREHOLDERS AND THEIR AVERAGE COST OF ACQUISITION – Nil

The Equity Shares issued through Red Herring Prospectus are proposed to be listed on the EMERGE Platform of National Stock Exchange of India Limited (NSE EMERGE) in terms of the Chapter IX of the SEBI (ICDR) Regulations, 2018 as amended from time to time. For this Issue, the Designated Stock Exchange will be the National Stock Exchange of India Limited (“NSE”).

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| Price Band, Minimum Bid Lot & Indicative Timelines | |
|--|--|
| Price Band* | ₹[●] per Equity Share to ₹[●] per Equity Share |
| Minimum Bid Lot Size | 1,600 Equity Shares |
| Bid/Offer Open On | July 16, 2024 |
| Bid/Closes Open On | July 19, 2024 |
| Finalisation of Basis of Allotment | on or about July 22, 2024 |
| Initiation of Refunds | on or about July 22, 2024 |
| Credit of Equity Shares to Demat accounts of Allottees | on or about July 23, 2024 |
| Commencement of trading of Equity Shares | on or about July 24, 2024 |

*For details of price band and basis of offer price, please refer to pre-issue advertisement and Red Herring Prospectus (RHP).

Details of WACA of all shares transacted over the trailing eighteen months from the date of RHP:

| Past Transaction | Weighted Average Cost of Acquisition (₹) | Floor Price ₹[●]* | Cap Price ₹[●]* |
|---|--|-------------------|-----------------|
| WACA of Equity Shares that were issued by our Company | 7.19 | [●] | [●] |
| WACA of Equity Shares that were acquired or sold by way of secondary transactions | 10.00 | [●] | [●] |

RISK IN RELATION TO THE FIRST ISSUE

The face value of the Equity Shares is ₹ 10/- each. The Floor Price, the Cap Price and the Issue Price to be determined by our Company in consultation with the BRLM on the basis of the assessment of market demand for our Equity Shares by way of the Book Building Process, as disclosed in “*Basis for Issue Price*” on page 79 or in case where, Price Band is not disclosed otherwise, will be advertised in all editions of a widely circulated English national daily newspaper, all editions of a widely circulated Hindi national daily newspaper (Hindi being the regional language of Rajasthan, where our Registered Office is located), at least two working days prior to the Bid / Issue Opening Date, should not be taken to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active or sustained trading in the Equity Shares or regarding the price at which the Equity Shares will be traded after listing.

GENERAL RISKS

Investments in Equity and Equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read 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 Company and the Issue including the risks involved. The Equity Shares issued in the Issue have not been recommended or approved by the Securities and Exchange Board of India (“SEBI”), nor does SEBI guarantee the accuracy or adequacy of the Draft Red Herring Prospectus. Specific attention of the investors is invited to the “*Risk Factors*” beginning on page 20 of this Draft Red Herring Prospectus.

PROCEDURE



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You may obtain a physical copy of the Bid-cum-Application Form and the RHP from the stock exchange, syndicate members, registrar to the issue, share transfer agents, depository participants, stockbrokers, underwriters, bankers to the issue, investors' associations or Self Certified Syndicate Banks.


If you wish to know about processes and procedures applicable to this issue, you may request for a copy of the RHP and/or the General Information Document (GID) from the BRLM's or download it from the websites of the Stock Exchanges i.e. www.nseindia.com; and the BRLMs i.e., www.skicapital.net

PRICE INFORMATION AND THE TRACK RECORD OF THE PAST ISSUES HANDLED BY THE BOOK RUNNING LEAD MANAGER

| Sr. No. | Issue Name | Issue Size | Issue Price | Listing Date | Opening Price on listing | +/- change in closing price, [+/- change in benchmark]-30 th calendar day from listing | +/- change in closing price, [+/- change in benchmark]-90 th calendar day from listing | +/- change in closing price, [+/- change in benchmark]-180 th calendar day from listing |
|---------|------------|------------|-------------|--------------|--------------------------|---|---|--|
| NIL | | | | | | | | |

| | | |
|--|--|---|
| Name of BRLMs and contact details (telephone and email id) of each BRLMs | SKI CAPITAL SERVICES LIMITED SEBI Registration No.: INM000012768 Address: 718, Dr Joshi Road, Karol Bagh, New Delhi- 110005 Telephone No.: +91-011-41189899 Email: mtlipo@skicapital.net Website: https://www.skicapital.net/ Contact Person Name: Mr. Ghanisht Nagpal |  |
| Name of Syndicate Members | SKI CAPITAL SERVICES LIMITED SEBI Registration No.: INZ000188835 Address: 718, Dr Joshi Road, Karol Bagh, New Delhi- 110005 Telephone No.: +91-011-41189899 Email: mtlipo@skicapital.net Website: https://www.skicapital.net/ Contact Person Name: Mr. Manick Wadhwa |  |
| Name of the Market Maker and contact details (telephone and email id) of each Market Maker | SKI CAPITAL SERVICES LIMITED SEBI Registration No.: INZ000188835 Address: 718, Dr Joshi Road, Karol Bagh, New Delhi- 110005 Telephone No.: +91-011-41189899 Email: mtlipo@skicapital.net Website: https://www.skicapital.net/ Contact Person Name: Mr. Manick Wadhwa |  |
| Name of Registrar to the Issue and contact details (telephone and email id) | MAASHITLA SECURITIES PRIVATE LIMITED SEBI Registration No.: INR000004370 Address : 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura, Delhi-110034 Tel No: +91 -11-4512-1795; | |

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| | <p>Email: investor.ipo@maashitla.com Website: https://www.maashitla.com/ Contact Person: Mr. Mukul Agrawal</p> |  Maashitla® Creating Successful People |
| Name of Peer Review Auditors | <p>V Sahai Tripathi & Co, Chartered Accountants</p> <p>Firm Registration Number: 000262N Peer Review No.: 015039 Address: 8-E, Hansalaya Building, 15 Barakhamba Road, Connaught Place, Delhi-110001 Mob: 9999561115 Landline: 011-23319596 Email: garima.tripathi@sahaitripathi.com vst@sahaitripathi.com Website: www.sahaitripathi.com Contact person: CA Garima Tripathi</p> | <p>V SAHAI TRIPATHI & CO CHARTERED ACCOUNTANTS</p> |
| Name of Credit Rating Agency and the rating or grading obtained, if any | NOT APPLICABLE | |
| Name of Debenture trustee, if any. | NOT APPLICABLE | |
| Self-Certified Syndicate Banks | The lists of banks that have been notified by SEBI to act as SCSB for the Applications Supported by Blocked Amount (ASBA) Process are provided on the website of SEBI. For details on Designated Branches of SCSBs collecting the Bid Cum Application Forms, please refer to the below mentioned SEBI link https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes | |
| Non-Syndicate Registered Brokers | You can submit Application Forms in the Issue to Non-Syndicate Registered Brokers at the Non-Syndicate Broker Centers. For further details, see section titled “ <i>Issue Procedure</i> ” beginning at page no. 181 of the Red Herring Prospectus. | |
| Details regarding website address(es)/ link(s) from which the investor can obtain list of registrar to issue and share transfer agents, depository participants and stock brokers who can accept application from investor (as applicable) | The details of the Designated Registrar and Share Transfer Agents Locations and Designated Collecting Depository Participant Locations, along with their names and contact details are available on the website of the NSE (www.nseindia.com) and updated from time to time. | |

| PROMOTERS OF THE ISSUER COMPANY | | | |
|---------------------------------|-------------------|-----------------------|---|
| Sr. No. | Name | Individual/ Corporate | Experience & Educational Qualifications |
| 1 | Shivam Bhateja | Individual | Shivam is the Co-founder & Whole-Time Director at Menhood. Before co-founding Macobs, he gained ten years of experience in performance marketing and business automation. He holds an MBA degree. |
| 2 | Dushyant Gandotra | Individual | Dushyant, the Founder & Managing Director of Menhood, began his entrepreneurial journey at the age of 21. He leads the company's |

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| | | | |
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| | | | vision and handles conceptualization and product research. He is a BBA graduate. |
| 3 | Divya Gandotra | Individual | Divya Gandotra, leads EMIAC Technologies Private Limited, focusing on content marketing and client relationships. She drives brand visibility initiatives. Her education spans Computer Science, Marketing, and Law. |

| BUSINESS OVERVIEW | |
|----------------------------|---|
| Company Overview | Our Company operates within the male grooming industry, specializing in the niche area of below-the-belt grooming, and conducts its business exclusively through e-commerce channels such as our website https://menhood.in/ , without maintaining physical stores or a traditional retail footprint. |
| Products | We offer a range of products specifically designed for men's grooming needs, encompassing tools like specialized trimmers for sensitive areas, hygiene products tailored for male skin, and a variety of self-care items. |
| Geographies Served | PAN India |
| Key Performance Indicators | For details refer to Chapter – “Basis for Offer Price” on Page no. 79 of the Red Herring Prospectus. |
| Industries Served | We sell directly to consumers. |
| Intellectual Property | For details see “Our Business” on page 90 of the RHP. |
| Market Share | Not Ascertainable |
| Manufacturing Plant | Not Applicable |
| Employee Strength | 15 Employees |
| | For details see “Our Business” on page 90 of the RHP. |

DETAILS OF THE BOARD OF DIRECTORS OF OUR COMPANY

For further details of our Directors, please refer to the chapter titled “Our Management” beginning on page 121 of the Red Herring Prospectus.

| Sr. No. | Name, DIN, Date of Birth, Qualification, Designation, Occupation, Address, Nationality and Term | Age | Other Directorship(s) |
|---------|---|-----|------------------------------------|
| 1. | Dushyant Gandotra Designation; Managing Director Address: Flat No. S-202, On Second Floor Arshiya Residency Near Pink Square Mall Plot No. C-2 Adarsh Nagar , Rajapark Jawahar Nagar Jaipur Rajasthan - 302004 Date of Birth: 26/06/1997 Qualification: Bachelor in Technology Occupation: Business Experience: 4 Years Term of Office: 5 Years Date of Expiration of Term: December 1, 2028 | 27 | Zappy Panda Ecom LLP |
| 2. | Shivam Bhateja Designation; Whole Time Director Address: B-27, Acharya Vinobha Bhave Nagar, Vaishali Nagar, Jaipur Rajasthan - 302021 Date of Birth: 17/10/1992 Qualification: Masters in Business Administration Occupation: Business | 31 | EMIAC Technologies Private Limited |

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| | | | |
|----|--|----|--|
| | Experience: 6 Years Term of Office: 5 Years Date of Expiration of Term: December 1, 2028 | | |
| 3. | Divya Gandotra Designation; Director Address: Flat No. S-202, On Second Floor Arshiya Residency Near Pink Square Mall Plot No. C-2 Adarsh Nagar , Rajapark Jawahar Nagar Jaipur Rajasthan - 302004 Date of Birth: 16/08/1992 Qualification: Masters in Business Administration Occupation: Business Experience: 6 Years Term of Office: NA Date of Expiration of Term: Retire by Rotation | 31 | EMIAC Technologies Private Limited |
| 4. | Priya Goel Designation; Additional Independent Director Address:A-78, Second Floor, East of Kailash Delhi -110065 Date of Birth: 15/12/1987 Qualification: Executive Post Graduate Certificate in Financial Management Occupation: Business Experience: 15 Years Term of Office: NA Date of Expiration of Term: Ensuing AGM | 36 | ACME Finvest Private Limited ACME Wealth Private Limited ACME Insurance Marketing Private Limited Goldline Financial Services Limited |
| 5. | Sunil Kumar Rana Designation: Additional Independent Director Address: Quarter No.1, Non-Teaching Staff Quarter, Hansraj College, Delhi University, Malka Ganj, North Delhi, Delhi - 110007 Date of Birth: 28/02/1983 Qualification: Bachelors of Art Occupation: Business Experience: 18 Years Term of Office: NA Date of Expiration of Term: Ensuing AGM | 41 | ACME Wealth Private Limited ACME Finvest Private Limited |

OBJECTS OF THE ISSUE

We intend to utilize the Net Issue proceeds, in the manner set forth below:

| S. No. | Particulars | Amount (₹ In Lakh) | % of Net Proceeds |
|---------------------------|---|--------------------|-------------------|
| 1 | Customer Acquisition - Marketing & Awareness | 200.00 | [●] |
| 2 | Prepayment or repayment of a portion of certain outstanding borrowings availed by our Company | 150.00 | [●] |
| 3 | Working Capital Requirements | 1200.00 | [●] |
| 4 | General Corporate Purposes | [●] | [●] |
| Net Issue Proceeds | | [●] | 100.00% |

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Tentative Figures

*The amount to be utilised for general corporate purposes will not exceed 25% of the gross proceeds.

The Offer related expenses shall vary depending upon the final offer Size and the allotment of Equity Shares.

The Company has received the Sources and Deployment Funds Certificate dated January 20, 2024 from M/s. N A V P & Associates, Chartered Accountants. The certificate states that the Company has deployed amounts aggregating ₹ 5.00 Lakh. Details of the deployment of funds as on July 05, 2024

Means of Finance: The requirements of the objects detailed above are intended to be funded from the proceeds of the Issue. Accordingly, we confirm that there is no requirement for us to make firm arrangements of finance through verifiable means towards at least 75% of the stated means of finance, excluding the amount to be raised from the proposed Issue.

Details and reasons for non -deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, if any, of the Company in the preceding 10 years: Not Applicable

Name of monitoring agency, if any: Since our issue size, does not exceed one hundred crore rupees, we are not required to appoint monitoring agency for monitoring the utilization of Net Proceeds in accordance with Regulation 262(1) of SEBI ICDR Regulations.

Terms of Issuance of Convertible Security, if any: Not Applicable

Shareholding Pattern:

| Sr.No. | Particulars | Pre-Issue Number of Shares | % Holding of Pre-Issue Shares |
|--------|----------------------------|----------------------------|-------------------------------|
| (A) | Promoters & promoter Group | 46,80,000 | 65.00% |
| (B) | Public | 25,20,000 | 35.00% |
| | Total | 72,00,000 | 100% |

RESTATED AUDITED FINANCIALS

| Particulars (₹ Lakh) | For the year ended March 31 | | |
|---------------------------------------|-----------------------------|---------|--------|
| | 2024 | 2023 | 2022 |
| Share Capital | 720.00 | 1.00 | 1.00 |
| Net Worth | 982.77 | 244.50 | 40.00 |
| Revenue (total income) | 2074.67 | 1482.81 | 602.30 |
| Profit after Tax | 221.27 | 204.50 | 38.89 |
| Basic Earnings/(Loss) Per Share (₹) | 4.43 | 6.72 | 1.28 |
| Diluted Earnings/(Loss) Per Share (₹) | 4.43 | 6.72 | 1.28 |
| Net Asset Value per Equity Share | 13.65 | 2444.98 | 399.98 |
| Total borrowings | 250.14 | 107.35 | 20.84 |
| - Long Term | 61.52 | 9.02 | 11.61 |
| - Short Term | 188.61 | 98.33 | 9.23 |

RISK FACTORS

- Our electronic products are imported from China and expose us to geopolitical and foreign exchange risk.
- We do not own our registered office and the locations from which we operate.
- There are certain pending legal proceedings involving our Company as well as the Promoter and Directors of our Company. Any adverse outcome on such proceedings may affect our business, financial condition and reputation.
- We are significantly dependent on Major E-commerce Platforms and Digital Media Marketing for the sale of our products.

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5. Our company has not complied with certain statutory provisions of the Companies Act. Such non-compliance may attract penalties and other actions against our Company and its Directors which could impact the financial position of us to that extent.

For further details, please refer chapter titled “Risk Factors” on page no. 20 of the RHP.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

There are outstanding legal proceedings against our Company and Directors, which are pending at various levels of adjudication before various courts, tribunals and other authorities. The summary of outstanding matters set out below includes details of the above proceedings.

| Particulars | By/Against | Civil Proceedings | Criminal Proceedings | Tax Proceedings | Actions by authorities | Amount Involved (₹ in Lakhs) |
|--------------------------------|------------|-------------------|----------------------|-----------------|------------------------|------------------------------|
| Company | By | - | - | - | - | - |
| | Against | 1 | - | - | - | 200.00 |
| Promoters | By | - | - | - | - | - |
| | Against | 1 | - | - | - | 200.00 |
| Group Companies/Entities | By | - | - | - | - | - |
| | Against | - | - | - | - | - |
| Directors other than promoters | By | - | - | - | - | - |
| | Against | - | - | - | - | - |

Brief Details of top 5 Material outstanding litigation against the Company and Amount involved: For further details, refer to the chapter titled “*Outstanding Litigations and Material Developments*” on page 152 of this Red Herring Prospectus.

Regulatory Action, if any - disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any: None

Brief details of outstanding criminal proceedings against Promoters: None

ANY OTHER INFORMATION AS PER LEAD MANAGERS / ISSUER COMPANY – NIL

DECLARATION BY THE COMPANY

We, hereby declare that, all the relevant provisions of the Companies Act, 2013 and the guidelines/regulations issued by the Government of India or the guidelines/ regulations issued by the Securities and Exchange Board of India, established under section 3 of the Securities Exchange Board of India Act, 1992, as the case may be, have been complied with no statement made in the Red Herring Prospectus is contrary to the provisions of Companies Act, 2013, the Securities and Exchange Board of India Act, 1992 or rules made there under or regulations/guidelines issued, as the case may be. We further certify that all the statements made in this Red Herring Prospectus are true and correct.