

This is an abridged prospectus containing salient features of the Prospectus. You are encouraged to read greater details available in the Prospectus.

THIS ABRIDGED PROSPECTUS CONTAINS EIGHT PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

Fixed Price Issue

Naturo Indiabull Ltd

NATURO INDIABULL LIMITED
(Formerly known as “IT INDIABULL PRIVATE LIMITED”)

Corporate Identity Number: U72900RJ2016PLC055890, **Date of Incorporation:** September 02, 2016

Registered & Corporate Office	Contact Person	Email and Telephone	Website
1 st Floor, 51, Lohiya Colony, 200 Ft. Bye-Pass, Vaishali Nagar, Jaipur – 302021, Rajasthan, India	Ms. Shalini Joshi, Company Secretary & Compliance Officer	Email ID: cs@naturoindiabull.com Tel No: +91 99282 34076	www.naturoindiabull.com

NAMES OF PROMOTERS OF THE COMPANY

Ms. Jyoti Choudhary and Mr. Gaurav Jain

DETAILS OF OFFER TO PUBLIC, PROMOTERS/SELLING SHAREHOLDERS

Type	Fresh Issue Size No of shares/ Amount	OFS Size	Total Issue Size	Eligibility – 229(1) / 229(2) & Share Reservation amount QIB, NII & RII
Fresh Issue	₹1092.00 Lakhs	Nil	₹1092.00 Lakhs	The Issue is being made pursuant to Regulation 229(2) of SEBI ICDR Regulations, As the Company’s post issue Paid-up capital would be more than 10.00 (Ten) Crores. Share Reservation Minimum 5% to the Market Maker of “the Issue” Minimum 50% to the RII of “Net Issue”

These equity shares are proposed to be listed on the **SME Platform of BSE Limited (“BSE SME”)** and the **Designated Stock Exchange** will be **BSE Limited (“BSE”)**.

OFS: Offer for Sale

Details of OFS by Promoter(s)/Promoter Group/Other Selling Shareholders - NIL –

PRICE BAND, MINIMUM BID LOT & INDICATIVE TIMELINES

Price Band - Fixed Price Issue	Rs. 30/- Per Equity Share of Face Value of Rs. 10/- Each
Minimum Bid Lot Size	4,000 Equity Shares
Bid/Offer Open On	August 22, 2022
Bid/Closes Open On	August 24, 2022
Finalisation of Basis of Allotment	August 29, 2022
Initiation of Refunds	August 30, 2022
Credit of Equity Shares to Demat accounts of Allottees	September 01, 2022
Commencement of trading of Equity Shares	September 02, 2022

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

Period	Weighted Average Cost of Acquisition (in Rs.)	Upper End of the Price Band is ‘X’ times the WACA	Range of acquisition price Lowest Price- Highest Price (in Rs.)
Trailing Eighteen Month from the date of Prospectus	NOT APPLICABLE AS THE ENTIRE ISSUE CONSTITUTES FRESH ISSUE OF EQUITY SHARES		

WACA: Weighted Average Cost of Acquisition shall be calculated on fully diluted basis for the trailing eighteen months from the date of Prospectus.

RISK IN RELATION TO THE FIRST ISSUE

This being the first issue of the issuer, there has been no formal market for the securities of the issuer. The face value of the equity shares is ₹10/- each and the issue price is 3.0 times of face value of the equity share. The issue price 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 of our company or regarding the price at which the equity shares will be traded after listing.

GENERAL RISKS

Investment in equity and equity related securities involve a degree of risk and investors should not invest any funds in this offer unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this offering. For taking an investment decision, investors must rely on their own examination of the issuer and the offer including the risks involved. The securities have not been recommended or approved by the Securities and Exchange Board of India (SEBI) nor does SEBI guarantee the accuracy or adequacy of this document. Specific attention of investors is invited to the statement of “*Risk factors*” beginning on page no. 9 of this form.

PROCEDURE

If you wish to know about processes and procedures applicable to this issue, you may request for a copy of the Prospectus and/or the General Information Document (GID) from the Lead Manager or download it from the websites of the Stock Exchange (www.bseindia.com) and the LM (www.finshoregroup.com) and the Company (www.naturoindiabull.com).

PRICE INFORMATION OF LEAD MANAGER: FINSHORE MANAGEMENT SERVICES LIMITED

Statement on Price Information of Last 7 (Seven) Issues (IPO) handled by Finshore Management Services Limited:

Sr. No.	Issue Name	Issue Size (₹ in Cr.)	Issue Price (In ₹)	Listing Date	Opening price on listing date (In ₹)	+/- % change in closing price, [+/- % change in closing benchmark] 30 th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark] – 90 th calendar days from listing	+/- % change in closing price, [+/- % change in closing benchmark] – 180 th calendar days from listing
1	Shigan Quantum Technologies Limited	22.70	50/-	11/03/2022	61.00	150.50 [6.94]	83.00 [-1.65]	N. A.
2	Swaraj Suiting Limited	10.68	56/-	28/03/2022	56.00	32.14 [-0.12]	-16.88 [-8.84]	N. A.
3	Fone4 Communications (India) Limited	6.80	10/-	06/05/2022	10.00	-39.00 [1.70]	-43.90 [6.41]	N. A.
4	Scarnose International Limited	6.60	55/-	27/06/2022	55.50	-5.09 [3.96]	N. A.	N. A.
5	Healthy Life Agritec Limited	10.00	10/-	26/07/2022	8.90	N. A.	N. A.	N. A.
6	Agni Green Powers Limited	5.25	10/-	01/08/2022	25.00	N. A.	N. A.	N. A.
7	Upsurge Seeds of Agriculture Limited	22.81	120/-	11/08/2022	140.00	N. A.	N. A.	N. A.

Status as on 12-08-2022

GENERAL INFORMATION

Names of Lead Manager	FINSHORE MANAGEMENT SERVICES LIMITED Telephone: +91-33-22895101 Contact Person: Mr. S. Ramakrishna Iyengar Email: ramakrishna@finshoregroup.com
Name of the Market Maker	NIKUNJ STOCK BROKERS LIMITED Telephone: 011-49863108 Email ID: complianceofficer@nikunjonline.com Contact Person: Mr. Anshul Aggarwal
Name of Registrar to the Issue	LINK INTIME INDIA PRIVATE LIMITED Telephone: +91- 22 - 4918 6200, Email: nil.ipo@linkintime.co.in Contact Person: Ms. Shanti Gopalkrishnan
Name of Statutory Auditor	“M/s A Y & Company” Chartered Accountants Telephone: 0141 - 4037257 Email: info@aycompany.co.in Contact Person: CA Arpit Gupta
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 list of banks is available on https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes which is updated from time to time.
Non-Syndicate Registered Brokers	You can submit Application Forms in the Issue to Non-Syndicate Registered Brokers at the Non-Syndicate Broker Centres. <i>For further details, see sectioned titled “Issue Procedure” beginning at page no. 180 of the prospectus.</i>
Details regarding website address(es)/ link(s) from which the investor can obtain list of registrars 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 to issue and Share Transfer Agents Locations and Designated Collecting Depository Participant and stock brokers Locations, along with their names and contact details are available on the websites of the Stock Exchange as updated from time to time

PROMOTERS OF ISSUER COMPANY

Sr. No.	Name	Individual/ Corporate	Experience & Educational Qualification
1.	Ms. Jyoti Choudhary	Individual	Jyoti Choudhary , aged about 28 years, she has experience of 5+ years in FMCG, Travel & Hospitality, Event Management & Marketing. She is a very good strategic planner and organizer and has done various event management programmes and coordinates various shows in the hospitality sector for promoting Tourism and Hospitality. She is one of the Promoter and Non-Executive Director of the company.
2.	Mr. Gaurav Jain	Individual	Gaurav Jain , aged about 34 years, has experience of 10+ years in the FMCG & Agro Products Sector including in Dabur & Parle. His family is in the business of FMCG for a very long time and were C&F stockists and distributors of various FMCG brands included Dabur & Parle. Seeing the potential of the FMCG Market and Health Industry from an early age Mr. Gaurav Jain decided to continue his family business and to start its own venture and thus it leads to the establishment of Naturo Indiabull Limited. Hails from a farmer community he is well versed with the agriculture knowledge and also actively takes part in the seminar and agriculture exhibitions held in Rajasthan. He is the Promoter and Managing Director of the company.

For Further details on: **“Our Promoters and Promoter Group”** refer Page No. 116 of the Prospectus.

Brief Overview of Our Company and Business:

Our company, Naturo Indiabull Limited was incorporated in the year 2016 and is into the business of Fast-Moving Consumer Goods (FMCG).

At the time of incorporation, the main object was to carry on the business of software designing, development, customization, implementation, maintenance, testing, and benchmarking, designing, developing, and dealing in computer software and solutions and to develop, provide, undertake, design, import, export, distribute and deal in systems and application software for microprocessor-based information system, offshore software development projects, BPO services, internet service provider, e-trading, website application solutions software enterprise, resource planning, e-commerce, value-added products, and other business applications.

However, from November 2019, our Company changed its object clause to carry on the business of garments, textiles, jewellery, FMCG, Real Estate, Stone-Mines, Herbal Products, Automobile, Printing, Share Trading, providing education, Agriculture Seeds and Fertilizers, Hospitality and Food items through Directly and/or through the network of members, consultants, bonafide commission agents, franchises, associates and distributors of multi-level marketing through network publicity, market research analysis, surveys, organizing events, contest, seminar and other advertising and related outdoor activities, as it found that to be more advantageous and profitable.

Naturo Indiabull Limited is part of the Fast-Moving Consumer Goods (FMCG) industry which continues to be one of the biggest long-term sustainable business opportunities that our country offers. Despite being one of the fastest-growing markets globally for FMCG products, India’s per capita FMCG consumption is still amongst the lowest in the world, giving this industry a long runway for growth.

Our Company is in the business of trading of various health products and kits including Sanitary Towels, Sanitary Napkins, hand sanitiser and other health kits etc. Now the Company is diversifying its products to various health and herbal products like, juices, soaps, shampoos, medicines, tablets, etc. under the name and style of Naturo Indiabull Limited. The Company has started distribution of Samples.

Our Company purchases the goods from various manufacturers and sells them in its own brand both directly to whole sellers and also through agents. Our areas of operations currently are Jaipur, Rajasthan.

Our Product Portfolio:


- Women Healthcare Products – V Care, Baby Wipes, Nipple Shield, Sanitary Napkin etc.
- Healthcare Products – Aloe Vera Juice, Amla Juice, Giloy Tulsi Papaya Juice, Noni Gold Juice, Aloe Vera Charcoal Soap, Aloe Vera Lavender Soap, Aloe Vera Jasmin Soap, Hand Sanitizer, Anti Addiction Drop, Highly Concentrate Mineral Drop, Tulsi Drop, Aloe Vera Rose Skin Gel, Red Aloe Vera Gel etc.
- Ayurveda Products – Ashwagandha Powder, Jamun Powder etc.

Key Performance Indicators: Revenue from operations, EBITDA and Net Profit Margin

Industries Served: Fast-moving consumer goods (FMCG) Industry

Employees Strength: As on August 13, 2022, we have a total of 9 employees.

Intellectual Property:

Sr. No.	Logo	Class	Trademark Type	Owner of Trademark	Application No.	Date of application	Status/ Validity
1		5	Device	Naturo Indiabull Private Limited	5361778	08/03/2022	Formalities Chk Pass

1. Herbal & Medical Preparations products in Class 5.

Market Share: Not ascertainable

Manufacturing Plant: None

Our Business Strategy:

• Quality Assurance	• Brand Recognition
• Increase geographical presence	• Leverage and enhance our brand name
• Improving operational efficiencies	• Leveraging our Market skills and Relationships
• Increasing the customer reach	• Innovative & Marketing Method

BOARD OF DIRECTORS

Sl. No.	Name	Details	Experience	Other Directorship
1	Gaurav Jain	Promoter & Managing Director	Gaurav Jain , aged about 34 years, has experience of 10+ years in the FMCG & Agro Products Sector including in Dabur & Parle. His family is in the business of FMCG for a very long time and were C&F stockists and distributors of various FMCG brands included Dabur & Parle. Seeing the potential of the FMCG Market and Health Industry from an early age Mr. Gaurav Jain decided to continue his family business and to start its own venture and thus it leads to the establishment of Naturo Indiabull Limited. Hails from a farmer community, he is well versed with the agriculture knowledge and also actively takes part in the seminar and agriculture exhibitions held in Rajasthan.	9 Horse Industries Private Limited
2	Jyoti Choudhary	Promoter & Non-Executive Director	Jyoti Choudhary , aged about 28 years, she has experience of 5+ years in FMCG, Travel & Hospitality, Event Management & Marketing. She is a very good strategic planner and organizer and has done various event management programmes and coordinates various shows in the hospitality sector for promoting Tourism and Hospitality.	Impex Mining Industries Private Limited
3	Sudhir Kumar	Non-Executive Director	Sudhir Kumar , aged about 38 years, has an experience of 18 years in Construction & Mining Contracts Sector. He started his journey in 2004 as a Partner in Neelkanth Infra, where they are taking contracts related to mining, constructions & real estate sector and providing consultancy related to the above business to various Organizations.	Nil

Sl. No.	Name	Details	Experience	Other Directorship
4	Nishant Goutam	Independent Director	Nishant Goutam , aged about 39 years, has an experience of 18 years in Construction & Mining Contracts Sector. He started his journey in 2004 as a partner in Neelkanth Infra, where they are Taking contracts related to mining, constructions & real estate sector and providing consultancy related to the above business to various Organizations.	Nil
5	Ramcharan Saini	Independent Director	Ramcharan Saini , aged about 39 years, is a farmer by profession has an experience of 21 Years in Agriculture Sector. He has an Experience in Plants, Agriculture, Fertilizers, Organic Farming etc.	Nil
6	Vishal Gaur	Independent Director	Vishal Gaur , aged about 38 years, has an experience of 18 Years in Construction & Mining Contracts Sector. He started his journey in 2004 as a Partner in Neelkanth Infra, where they are Taking contracts related to mining, constructions & real estate sector and providing consultancy related to the above business to various Organizations.	Nil

OBJECT OF THE ISSUE

The Issue includes a fresh Issue of 36,40,000 Equity Shares of our Company at an Issue Price of ₹30/- per Equity Share aggregating to ₹1092.00 Lakhs.

Our Company proposes to utilize the funds which are being raised through this Issue towards the below mentioned objects and gain benefits of listing on SME Platform of BSE Limited.

The Objects of the Issue are:

- A. To meet the working capital requirements of the Company
- B. General Corporate Purposes
- C. To meet the Issue Expenses

Our Company believes that listing will enhance our Company's corporate image, brand name and create a public market for its Equity Shares in India. It will also make future financing easier and affordable in case of expansion or diversification of the business. Further, listing attracts interest of institutional investors as well as foreign institutional investors.

The main objects clause of our Memorandum enables our Company to undertake the activities for which funds are being raised in the Issue. The existing activities of our Company are within the object's clause of our Memorandum. The fund requirement and deployment are based on internal management estimates and has not been appraised by any bank or financial institution.

Details of means of finance –

The fund requirements for each of the objects of the Issue are stated as follows: (Rs. in lakhs)

Sr. No.	Objects of the Issue	Total estimate cost	Amount deployed till	Amount to be financed from Net Proceeds	Estimated Net Proceeds Utilization
					Fiscal 2023
1	To meet the working capital requirements	957.00	NIL	957.00	957.00
2	General corporate purposes	100.00	NIL	100.00	100.00
3	Public Issue expenses	35.00	NIL	35.00	35.00
	Total	1,092.00	NIL	1,092.00	1,092.00

For further details please refer chapter "Object of the issue" beginning on page no. 57 of the prospectus.

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

Name of monitoring agency, if any: Not Applicable

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

PRE-ISSUE SHAREHOLDING PATTERN

Sr. No.	Particulars	Pre-Issue number of shares	% Holding of Pre-issue
1.	Promoters	27,65,968	42.17%
2.	Promoter Group	-	-
3.	Public	37,92,080	57.83%
	Total	65,58,048	100.00 %

For further details please refer “**Capital Structure**” beginning on Page no. 40 of the Prospectus.

Number/amount of equity shares proposed to be sold by selling shareholder: Not Applicable

RESTATED AUDITED KEY FINANCIALS

(Rs. In Lakhs)

Particulars	For the year ended March 31,		
	2021	2020	2019
	Restated		
Revenue from Operation	1127.51	700.72	761.64
Net Profit/(Loss) before tax	146.24	106.05	100.06
Net Profit/(Loss) after tax	109.22	74.57	78.80
Equity Share Capital	655.80	25.99	5.00
Reserves and Surplus	585.71	671.31	72.04
Net worth	1241.51	697.29	77.04
Earnings Per Share (Basic & Diluted) (As per Restated)	1.70	1.87	9.85
Return on net-worth (%) (As per Restated)	8.80	10.69	102.28
Net Asset Value per equity share (As per Restated)	19.30	17.51	9.63

For further Detailed information, please refer Chapter “**Capital Structure**” and “**Basis for Issue Price**” beginning from page no. 40 and 61 of prospectus respectively.

INTERNAL RISK FACTORS

The below mentioned risks are top 5 risk factors as per the Prospectus.

1. We do not maintain long-term contracts with our third-party suppliers, and our business may be adversely affected by a shortfall in supply, or increase in price of materials.
2. Our Company has not entered into any long-term contracts with our distributors/customers and we typically operate on the basis of orders received on hand. Inability to maintain regular order flow would adversely impact our revenues and profitability.
3. Major portion of our revenue is concentrated from limited number of customers. Any failure to retain one or more of our customers or any disruption of sale of our product will have an adverse effect on our financial performance and results of operations.
4. We are heavily dependent on certain suppliers for procurement and sale of our traded goods. Any disruption of supply from such entities may affect our business operations.
5. We may be subject to product liability claims from our customers. Any claims arising from such liabilities may harm our reputation, require us to incur substantial costs and/or have an adverse impact on our business, financial conditions and results of operations.

For further details please refer the chapter “**Risk Factor**” on page no. 19 of our Prospectus.

SUMMARY OF OUTSTANDING LITIGATION, CLAIMS AND REGULATORY ACTION

A. Total number of outstanding litigations against the Company and amount involved:

Name of Entity	Criminal Proceedings	Tax Proceedings	Statutory or Regulatory Proceedings	Disciplinary actions by the SEBI or Stock Exchanges against our Promoters	Material Civil Litigations	Aggregate amount involved (Rs in crores)
Company						
By the Company	NIL	NIL	NIL	NIL	NIL	NIL
Against the Company	NIL	NIL	NIL	NIL	NIL	NIL
Directors						
By our Directors	NIL	NIL	NIL	NIL	NIL	NIL
Against the Directors	NIL	NIL	NIL	NIL	NIL	NIL
Promoters						
By Promoters	NIL	NIL	NIL	NIL	NIL	NIL
Against Promoters	NIL	NIL	NIL	NIL	NIL	NIL

For further details of “Outstanding Litigation and Material Developments” please refer page no. 156 of the Prospectus.

B. Brief details of top 5 material outstanding litigations against the Company and amount involved: NIL

C. Regulatory action, if any – disciplinary action taken by SEBI or stock exchange against the promoters in last 5 financial years including outstanding action, if any – NIL

D. Brief details of outstanding criminal proceedings against the promoters – NIL

For further details of “Outstanding Litigation and Material Developments” please refer page no. 156 of the Prospectus.

ANY OTHER IMPORTANT INFORMATION AS PER LEAD MANAGER / ISSUER

NIL

DECLARATION BY THE COMPANY

We hereby declare that all relevant provisions of the Companies Act 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 and Exchange Board of India Act, 1992, as the case may be, have been complied with and no statement made in the prospectus is contrary to the provisions of the Companies Act, the Securities Contracts (Regulation) Act, 1956, as amended, the Securities and Exchange Board of India Act, 1992, as amended or the rules, regulations or guidelines issued thereunder, as the case may be. We further certify that all the statements in the prospectus are true and correct.