

This is an advertisement prepared pursuant to Regulation (EU) of the SEBI (Issue and Listing of Debt Securities) Regulations, 2008 as amended, for advertisement purposes only.



A WINNING RELATIONSHIP

Shriram Transport Finance Company Limited

Shriram Transport Finance Company Limited (the "Company"), a public limited company incorporated under the Companies Act, 1956... (Detailed company information and contact details)

Our Promoter is Shriram Capital Limited. For details of our Promoter, please see "Our Promoter" on page 140 of the Shelf Prospectus.

PUBLIC ISSUE BY SHRIRAM TRANSPORT FINANCE COMPANY LIMITED, (COMPANY) OF (ISSUER) OF ₹ 10,000.00 SECURED REDEMIBLE NON-CONVERTIBLE DEBENTURES OF FACE VALUE OF ₹ 1,000 EACH ("NCDs"), FOR AN AMOUNT OF ₹ 1,000 LACS ("BASE ISSUE SIZE") WITH AN OPTION TO RETAIN OVER-SUBSCRIPTION AGGREGATING UP TO ₹ 1,00,000 LACS ("SHELF LIMIT") AND BEING OFFERED BY WAY OF THE TRANCHE I PROSPECTUS...

Credit Rating: 'CARE AA+' Stable by CARE Ratings Limited ("CARE"), 'IND AA+' Outlook Stable by India Ratings and Research Private Limited ("India Ratings") and 'CRISIL AA+' Stable by CRISIL Limited ("CRISIL")

Table with columns: Series, Fixed, Floating, Total, etc. and rows: Interest Rate, Maturity, Coupon, etc. (Detailed financial data table)

* Our Company shall obtain and issue Series V NCDs where the Applicants have indicated their choice of the relevant NCD Series. Therefore, instructions will be given to the Depository to issue Series V NCDs as the Applicant's choice of the relevant NCD Series when the Applicant has not indicated their choice. If a Default Date of Redemption is a change, the corresponding date of Redemption will be the Default Date of Redemption and not the Default Date of Redemption as indicated in the Prospectus.

TRANCHE 1 ISSUE SCHEDULE TRANCHE 1 ISSUE OPENS ON: WEDNESDAY, JULY 17, 2019. TRANCHE 1 ISSUE CLOSES ON: FRIDAY, AUGUST 16, 2019.

ASBA Simple, Safe, Smart Way of Application. Application supported by Depository and (ASBA) is available for application to investors by simple booking the ASBA in the Bank Account Form (please refer to section on ASBA) mandatorily in public issues from October 31, 2018. All bids will be accepted.

* The Tranche I issue shall be open for subscription on Wednesday July 17, 2019 from 10:00 am to 3:00 pm. The Tranche I issue may be open for subscription on other dates as may be decided by the Board of Directors of the Company and the Registrar of Companies. All NCDs issued under the Tranche I issue shall be subject to the terms and conditions of the Prospectus and the Memorandum of Association of the Company. The Tranche I issue shall be open for subscription on Friday August 16, 2019 from 10:00 am to 3:00 pm.

Availability of the NCDs: The NCDs will be available for subscription on Wednesday July 17, 2019 from 10:00 am to 3:00 pm and on Friday August 16, 2019 from 10:00 am to 3:00 pm. The NCDs will be available for subscription on other dates as may be decided by the Board of Directors of the Company and the Registrar of Companies. All NCDs issued under the Tranche I issue shall be subject to the terms and conditions of the Prospectus and the Memorandum of Association of the Company.

Lead Managers to the Issue: JM Financial, SMC Capitals, Debiture Trustees, Registrar to the Issue: Integrated. Includes contact information for all parties and a detailed disclaimer section.

This is an advertisement based on prospectus filed pursuant to Regulation 19 of the SEBI (Issue and Listing of Debt Securities) Regulations, 2008 as amended, for information purposes only.



A WINNING RELATIONSHIP

Shriram Transport Finance Company Limited

Shriram Transport Finance Company Limited ("Company") is a public limited company incorporated under the Companies Act, 1956... The Board of Directors of the Company has approved the issue of the NCDs...

Our Promoter is Shriram Capital Limited. For details of our Promoter, please see "Our Promoter" on page 140 of the Shelf Prospectus.

THE NCDs TO BE ISSUED BY SHRIRAM TRANSPORT FINANCE COMPANY LIMITED ("COMPANY" OR "ISSUER") OF ₹ 10,000 SECURED REDEEMABLE NON-CONVERTIBLE DEBENTURES OF FACE VALUE OF ₹ 1,000 EACH ("NCDs")...

Credit Rating: "CARE AA+ Stable" by CARE Ratings Limited ("CARE"), "IND AA+ Outlook Stable" by India Ratings and Research Private Limited ("India Ratings") and "CRISIL AA+/Stable" by CRISIL Limited ("CRISIL")

SPECIFIC TERMS AND CONDITIONS IN CONNECTION WITH EACH SERIES/RANGE OF NCDs

Table with columns for Series (I to X), Face Value, Tenor, Interest Rate, and Maturity Date. Series I has a face value of ₹ 1,000, tenor of 42 months, and interest rate of 8.25%.

The Company shall place and offer the NCDs in the manner as specified in the prospectus... The issue of the NCDs is subject to the prior approval of the Reserve Bank of India...

TRANCHE 1 ISSUE SCHEDULE: TRANCHE 1 ISSUE OPENS ON: WEDNESDAY, JULY 17, 2019. TRANCHE 1 ISSUE CLOSES ON: FRIDAY, AUGUST 16, 2019.

ASBA (Apply, Save, Smart way of Application) - Application supported by Speed eSign (CA/PA) is the better way of applying for shares by simple clicking the button in the bank...

The Shelf Prospectus is available on the website of the Company from July 16, 2019... The Shelf Prospectus is available on the website of the Company from July 16, 2019...

Information required under Section 39 of the Companies Act, 2013... Information required under Section 39 of the Companies Act, 2013...

Amount of share capital of the Company and Capital Structure at the date of the Prospectus... Amount of share capital of the Company and Capital Structure at the date of the Prospectus...

Terms and conditions of the issue of the Memorandum of Association of the Company and the number of shares subscribed by them at the time of signing the Memorandum of Association... Terms and conditions of the issue of the Memorandum of Association of the Company and the number of shares subscribed by them at the time of signing the Memorandum of Association...

DISCLAIMER: THE NCDs are not to be construed as a recommendation or endorsement of any securities or financial products... DISCLAIMER: THE NCDs are not to be construed as a recommendation or endorsement of any securities or financial products...

CRISIL RATING: The NCDs proposed to be issued under the issue have been assigned CARE AA+ Stable by CARE Ratings Limited ("CARE")... CRISIL RATING: The NCDs proposed to be issued under the issue have been assigned CARE AA+ Stable by CARE Ratings Limited ("CARE")...

AVAILABILITY OF APPLICATION FORM: Application Form is available on the website of the Company... AVAILABILITY OF APPLICATION FORM: Application Form is available on the website of the Company...

AVAILABILITY OF PROSPECTUS: The Prospectus is available on the website of the Company... AVAILABILITY OF PROSPECTUS: The Prospectus is available on the website of the Company...

PUBLIC RELATION ACCOUNT BANK AND REFUND BANK: JPM Financial... PUBLIC RELATION ACCOUNT BANK AND REFUND BANK: JPM Financial...

Table with columns: LEAD MANAGERS TO THE ISSUE, DEBT TRUSTEE, REGISTRAR TO THE ISSUE. Includes logos for JPM Financial, SMC Capitals, and Integrated.

Mr. Vigneshwaran Aravamudan, Company Secretary, Shriram Transport Finance Company Limited... Mr. Vigneshwaran Aravamudan, Company Secretary, Shriram Transport Finance Company Limited...

Company Prospectus is available on the website of the Company... Company Prospectus is available on the website of the Company...

Information provided by the issuer is based on the information provided by the issuer... Information provided by the issuer is based on the information provided by the issuer...

Disclaimer: The NCDs are not to be construed as a recommendation or endorsement of any securities or financial products... Disclaimer: The NCDs are not to be construed as a recommendation or endorsement of any securities or financial products...

Shriram Transport Finance Company Limited is a public limited company incorporated under the Companies Act, 1956... Shriram Transport Finance Company Limited is a public limited company incorporated under the Companies Act, 1956...

For Shriram Transport Finance Company Limited, Managing Director and CEO... For Shriram Transport Finance Company Limited, Managing Director and CEO...

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