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Almondz Global Securities Ltd.

September 3, 2014

Mr. A Appalachari
Manager
Securities and Exchange Board of India
MIRSD-1
SEBI Bhavan, Plot No. C4-A,
G Block, Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051

भा. प्र. वि. बो. SEBI	
सं / No 26521	
दिनांक Date	05 SEP 2014

Received
08/09/14

Dear Sir/Madam,

Sub: Request for interpretative letter under SEBI (Informal Guidance) Scheme, 2003

With reference to your email dated 2nd September, 2014 we would like to submit as under:

- Issuance of debt securities on private placement basis are governed by SEBI (Issue and Listing of Debt Securities) Regulations, 2008; Companies Act, 2013 and RBI Guidelines in case of Banks & NBFCs.
- The debt securities include issuance of Bonds by Government Organizations and Non-Convertible Debentures by Private Sector.
- The Issuer Companies for whom the funds raised on private placement basis includes Central and State level Public Sector Undertakings, Private & Public Sector Banks, Financial Institutions and Private Corporates.
- The Issuer Companies appoint Brokers, Chartered Accountants, Private Companies, Banks, Primary Dealers, Merchant Bankers in the nomenclature as "Arranger" or "Fund Mobilizer" or "Advisor" to raise funds from the market on a private placement basis.

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- The scope of activities while *handling any issuance of debt securities on private placement basis* inter-alia include the following:

- a. Assisting the issuer company in finalizing the pricing & structure of the instrument.
- b. Pre-market the debt issuances (Bonds/NCDs) to specific set of investors which generally include Institutional Investors like Banks, Mutual Funds, Insurance Companies, Primary Dealers, FIIs, Financial Institutions, Super Annuation Funds, Retirement Funds, Pension Funds, etc.
- c. Assessing the demand for debt issuances (Bonds/NCDs) in the market on the basis of pre-market.
- d. Circulation of Information Memorandum to specific set of Institutional Investors after informing the issuer company.
- e. Regular follow-up with Institutional investors for investment in the Debt issuances.
- f. Coordination with Institutional investors & Issuer Company for fund transfer and allotment.

We would be pleased to provide any additional information as well as would be available for a personal meeting on the above matter.

We would appreciate an early response on the above matter.

With Regards,

For Almondz Global Securities Limited



Ajay Pratap

Company Secretary

