

IN THE NATURE OF ABRIDGED PROSPECTUS - MEMORANDUM CONTAINING SALIENT FEATURES OF THE PROSPECTUS

This is an abridged prospectus containing salient features of the Prospectus dated March 21, 2022. You are encouraged to read greater details available in the Prospectus.

THIS ABRIDGED PROSPECTUS CONSISTS OF 4 PAGES OF APPLICATION FORM ALONG WITH INSTRUCTIONS AND 6 PAGES OF ABRIDGED PROSPECTUS. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

You may obtain a physical copy of the Application form and the Prospectus from Stock Exchange, our Registrar and Share Transfer Agents, Depository Participants, Stock Brokers, Underwriter, or Bankers to the Issue Company, Lead Manager. You may also download the Prospectus from the websites of Securities and Exchange Board of India (“SEBI”), Fast Track Finsec Private Limited (“Lead Manager” or “LM”), Company and Emerge Platform of National Stock Exchange of India Limited (“NSE EMERGE” or “Stock Exchange”), where the equity shares are proposed to be listed that is www.sebi.gov.in; www.ftfinsec.com; www.jeenasikho.co.in; and www.nseindia.com respectively. All capitalized terms used herein and not specifically defined shall have the same meaning as described to them in the Prospectus.

**JEENA SIKHO LIFECARE LIMITED**

CIN: U52601PB2017PLC046545

Date of Incorporation- 29/05/2017

REGISTERED OFFICE	CORPORATE OFFICE	CONTACT PERSON	EMAIL & TELEPHONE	WEBSITE
SCO 11 First Floor, Kalgidhar Enclave, Zirakpur, Mohali, Punjab-140604, India	SCO 11 First Floor, Kalgidhar Enclave, Zirakpur, Mohali, Punjab-140604, India	Ms. Nikita Juneja Company Secretary & Compliance Officer	cs@jeenasikho.co.in & 01762-513185	www.jeenasikho.co.in

NAME OF PROMOTER(S) OF THE COMPANY

Mr. Manish Grover & Mrs. Bhavna Grover

DETAILS OF OFFER TO PUBLIC, PROMOTERS/ SELLING SHAREHOLDERS

Type	Fresh Issue Size (by amount in Lakh)	OFS* Size (by no. of shares or by amount in ₹)	Total Issue Size	Eligibility & Share Reservation among NII & RII
Fresh Issue	₹ 5550.00 Lakh	Nil	₹ 5550.00 Lakh	The Issue is being made pursuant to Regulation 229 of SEBI (ICDR) Regulations as the Company’s post issue paid-up capital is more than 10.00 Cr. and upto 25.00 Cr. For details in relation to share reservation among NIIs and RIIs, see “Issue Structure” on page 237

These equity shares are proposed to be listed on Emerge Platform of National Stock Exchange of India Limited (NSE Emerge).

*OFS: Offer for Sale

Details of OFS by Promoter(s)/ Promoter Group/ Other Selling Shareholders (upto maximum of 10 shareholders)

Name	Type	No. of shares offered/ Amount in ₹	WACA in ₹ Per Equity Shares	Name	Type	Shares Offered/ Amount (upto)	WACA in ₹ Per Equity Shares
Nil							

P: Promoter, PG: Promoter Group, OSS: Other Selling Shareholders, WACA: Weighted Average Cost of Acquisition on fully diluted basis

Price Band, Minimum Bid Lot & Indicative Timelines

Issue Price	150/- per Share
Minimum Lot Size	1000
Bid/Offer Open On	30 th March, 2022
Bid/Closes Open On	7 th April, 2022
Finalisation of Basis of Allotment	12 th April, 2022
Initiation of Refunds	13 th April, 2022
Credit of Equity Shares to Demat accounts of	13 th April, 2022
Commencement of trading of Equity Shares	19 th April, 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 ₹)	Range of acquisition price Lowest Price- Highest Price (in ₹)	Range of acquisition price Lowest Price-Highest Price (in ₹)
Trailing Eighteen Month from the date of Prospectus	0.00	0.00	0.00

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

*The weighted average cost of acquisition of equity shares by our promoters in last one year is NIL as the shares were acquired through bonus issue.

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RISKS IN RELATION TO THE FIRST OFFER

This being the first public issue of our Company, there has been no formal market for the Equity Shares. The face value of the Equity Shares is ₹ 10/- each and the Issue Price is determined by our Company in Consultation with BRLM's on the basis of Assessment of Market Demand for the Equity Shares as stated under "Basis of Issue Price" on Page No. 67 of the Prospectus, should not be considered to be indicative of the Market Price of the Equity Shares after Listing. No Assurance can be given regarding frequency of trading in the Equity Shares nor 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 Prospectus. Specific attention of the investors is invited to the section "Risk Factors" beginning on page 17 of the Prospectus.

PROCEDURE

You may obtain a physical copy of the Application Form and the Prospectus from the stock exchange, syndicate members, registrar to the issue, share transfer agents, depository participants, stock brokers, 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 Prospectus 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 (www.ftfinsec.com).

PRICE INFORMATION OF LEAD MANAGER

DISCLOSURE OF PRICE INFORMATION OF PAST ISSUES HANDLED BY FAST TARCK FINSEC PRIVATE LIMITED

Sr. No.	Issue Name	+/- % 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.	SBL Infratech Limited	(55.20)	(52)	N.A.
		(0.53)	(3.77)	N.A.
2.	Kranti Industries Limited	(1.35)	0.37	(12.16)
		(8.38)	10.13	4.42
3.	Goblin India Limited	139.04	88.56	(16.25)
		4.81	8.95	20.30
4.	Ascom Leasing and Investments Limited	5.00	0.00	15.83
		0.60	(7.82)	(15.87)
5.	Trekkingtoes.Com Limited	(55.59)	(59.90)	(67.92)
		(1.61)	(4.48)	21.41

All share price data is from www.bseindia.com and www.nseindia.com

Note:

- The S&P, Sensex and CNX Nifty are considered as the Benchmark Index.
- Prices on BSE/NSE are considered for all of the above calculations.
- In case 30th/90th/180th day is not a trading day, closing price on BSE/NSE of the next trading day has been considered.
- In case 30th/90th/180th days, scrips are not traded then last trading price has been considered.

Name of Lead Manager and contact details	FAST TRACK FINSEC PRIVATE LIMITED Tel No: +91-11-43029809 Email: vikasverma@ftfinsec.com Website: www.ftfinsec.com Contact Person: Mr. Vikas Kumar Verma
Names of Syndicate Members	Not Applicable
Names of Market Maker and contact details	PRABHAT FINANCIAL SERVICES LIMITED Tel. No.: 0141-4162022, 8696266661 Email: pfsindia@hotmail.com Website: www.pfsindia.co.in Contact Person: Mr. Prakash Kabra
Name of Registrar to the Issue and contact details	SKYLINE FINANCIAL SERVICES PRIVATE LIMITED Tel No: +91- 11-40450193-97 Email: compliances@skylinerta.com Website: www.skylinerta.com Contact Person: Ms. Sarita Singh

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Name of Statutory Auditor	M/s K R A & Co. Chartered Accountants Firm Registration No.: 020266N
Peer Review Auditor	M/s K R A & Co. Chartered Accountants Firm Registration No.: 020266N
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 SCSBs banks through ASBA process is available on the website of SEBI at https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=35 which is updated from time to time and the list of SCSBs through which Application can be submitted by RIIs using UPI Mechanism, including details such as eligible Mobile Applications and UPI handle which can be used for such applications, is available on the website of the SEBI on https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&intmId=40 , which is also 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. For further details, see section titled “Issue Procedure” beginning at page no. 211 of the 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 National Stock Exchange of India Limited (www.nseindia.com) and updated from time to time.

PROMOTERS OF THE ISSUER COMPANY

S. No.	Name	Individual/Corporate	Experience & Educational Qualification
1.	Manish Grover	Individual	Experience: Mr. Manish Grover, aged 47 years, is Managing Director of the Company. He was appointed as Managing Director of the Company for a term of 5 years w.e.f. August 25, 2021. He is founder of Jeena Sikho Lifecare Limited & Shuddhi Ayurveda. Mr. Manish Grover has been engaged in ayurvedic healthcare product & services since last ten years. Educational Qualifications: B.Com from Ch. Charan Singh University, Meerut
2.	Bhavna Grover	Individual	Experience: Mrs. Bhavna Grover aged 46 years is the Whole-Time director of the Company. She has over 4 (Four) years of experience in managing HR and Legal Administration of the Company. She is associated with our company as director since incorporation. Educational Qualifications: B.A (General) from Punjab University

For details about the “Our Promoter and Promoter Group”, please refer to page 137 of the Prospectus.

BUSINESS OVERVIEW AND STRATEGY

Company Overview:	Our Company was incorporated as a private limited company namely “Jeena Sikho Lifecare Private Limited” under the Companies Act, vide certificate of incorporation U52601PB2017PTC046545 dated May 29, 2017 issued by Registrar of Companies, Chandigarh bearing registration no 046545. The main motive of the Company is to build a healthy India through preventive measures by providing authentic and good quality ayurvedic products. Jeena Sikho Lifecare is a developing health care product & services providers in India. The company has portfolio of over a wide range of Ayurvedic products. The company also conducts various health checkup camps, yoga sessions free of cost to make people aware of their health problems.
Product/Service Offering: Revenue Segmentation by Product/Service Offering	The company is selling a wide range of Herbal/Ayurvedic products. <ol style="list-style-type: none"> 1. Dr Shuddhi Package (Shuddhi Kit) – 40 Day Detox Package 2. Shuddhi 32 Herbs Tea 3. Shuddhi Addiction Free Kit 4. Shuddhi BP Package 5. Shuddhi Diabetes Care Package 6. Shuddhi Divya Sanjeevani – Anti-Viral For details refer to chapter titled “Our Business” on page no. 84 of the Prospectus.
Geographies Served: Revenue Segmentation by Geographies	For details refer to chapter titled “Our Business” on page no. 84 of the Prospectus.
Key Performance Indicators:	For details refer page no. 84 of the Prospectus.

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Client Profile or Industries Served : Revenue Segmentation in terms of top 5/10 Client or Industries	For details refer page no. 88 of the Prospectus.
Intellectual Property, if any:	For details refer page no. 99 of the Prospectus.
Market Share:	For details refer page no. 98 of the Prospectus.
Manufacturing Plant, if any:	For details refer page no. 97 of the Prospectus.
Employee Strength:	Our Company has a Total of 1,226 Employees on Payroll.

- Note: (1) The quantitative statements shall be substantiated with Key Performance Indicators (KPIs) and other quantitative factors.
 (2) No qualitative statements shall be made which cannot be substantiated with KPIs.
 (3) Information provided in the table should not exceed 1000 words.

BOARD OF DIRECTORS

S.No.	Name	Designation	Experience & Educational Qualification	Other Directorships
1.	Mr. Manish Grover	Managing Director	Experience: 10 Years Educational Qualification: B.Com from Ch. Charan Singh University, Meerut	01. Jeena Sikho Foundation 02. Sab Kuch Tera Foundation 03. Divya Seva Sanstha LLP
2.	Mrs. Bhavna Grover	Whole- time Director	Experience: 4 Years Educational Qualification: B.A (General) from Punjab University	Jeena Sikho Foundation
3.	Mrs. Shreya Grover	Director	Experience: 1 year Educational Qualification: Senior Secondary from CBSE	NIL
4.	Mr. Suraj Prakash Choudhary	Independent Director	Experience: More than 5 Years Educational Qualification: Practicing Company Secretary	Nova Iron And Steel Limited
5.	Mr. Karan Vir Bindra	Independent Director	Experience: 4 Years Educational Qualification: Company Secretary	NIL

For further details, please refer chapter titled “Our Management” on page no. 123 of the Prospectus.

OBJECTS OF THE ISSUE

DETAILS OF MEANS OF FINANCE

The funds requirements for each of the objects of the Issue are stated as follows.

(₹ in lakhs)

S. No.	Objects of the Issue	Total Estimate Cost	Amount Deployed till	Amount to be Financed from Net Proceeds	Estimated Net Proceeds Utilization	
					Fiscal year 2022	Fiscal 2023
1.	Marketing & Sales Promotion of our brand “Shuddhi”	1500.00	0.00	1500.00	0.00	1500.00
2.	Repayment of short-term borrowing	635.00	0.00	635.00	0.00	635.00
3.	Working capital requirement	2310.00	0.00	2310.00	0.00	2310.00
4.	General Corporate Purposes	1045.00	0.00	1045.00	0.00	1045.00
5.	Issue Expenses	60.00	20.42	60.00	39.58	0.00
	Total	5550.00	20.42	5550.00	39.58	5490.00

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: Since our issue size, excluding the size of offer for sale by the promoter selling shareholders and the selling shareholders 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.

Sr. No.	Particulars	Pre-Issue Number of Shares	% Holding of Pre-issue
1.	Promoter & Promoter Group	91,00,000	90.00%
2.	Public	10,11,192	10.00%
	Total	1,01,11,192	100.00%

Shareholding Pattern: *For more details, please refer “Capital Structure” on page no. 46 of the Prospectus.*

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

RESTATED FINANCIALS OF OUR COMPANY

(₹ in lakhs)

Particulars	For the year ended on			
	September 30, 2021	March 31, 2021	March 31, 2020	March 31, 2019
Total income from operations (net)	7,131.25	13,580.82	9,441.70	10,581.95
Net Profit / (Loss) before tax and extraordinary items	837.44	1,398.41	771.48	833.46
Net Profit / (Loss) after tax and extraordinary items	837.44	1,398.41	771.48	833.46
Equity Share Capital	1,011.12	10.14	10.00	10.00
Reserves and Surplus	2,150.64	2,397.19	1,362.76	790.18
Net worth	3161.76	2,407.40	1,372.76	800.18
Basic & diluted earnings per share on Weighted Average Number of Shares (₹)	6.15	10.05	5.67	5.94
Return on net worth (%)	19.66%	42.19%	41.71%	74.95%
Net Asset Value Per Share (in ₹) based on actual number of shares	31.27	23.81	13.58	7.91

INTERNAL RISK FACTORS

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

1. Our present promoters of the Company are first generation entrepreneurs.
2. Our Company and Promoter and Directors are involved in certain legal proceedings and potential litigations. Any adverse decision in such proceedings may render us/them liable to liabilities/penalties/prosecutions and adversely affect our business and results of operations.
3. We have not received any formal clean chit from Chandigarh Union Health Department on raid conducted by team of doctors at one of our group concern “Divya Upchar Sansthan”.
4. Our Company depends on brand recognition and reputation and our ability to maintain or enhance brand image that we operate could have a material adverse effect on our business, financial condition and results of operations.
5. The activities of our franchisees, agents or distributors could have a material adverse effect on our goodwill and the “Shuddhi” brand and also expose us to risks associated with reliance on third parties.

For further details, please refer chapter titled “Risk Factors” on page no. 17 of the Prospectus.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A. Total Number of outstanding litigations involving our company and amount involved:

Name	By/Against	Civil Proceedings	Criminal Proceedings	Tax Proceedings	Actions by regulatory authorities	Amount Involved (₹ Lakhs)
Company	By	-	-	-	-	-
	Against	-	-	-	2	9,46,200
Promoter	By	-	1	-	2	54,39,600
	Against	2	1	1	2	25,00,000
Group Companies/ Entities	By	-	-	-	-	-
	Against	-	-	-	-	-
Directors other than promoters	By	-	-	-	-	-
	Against	-	-	-	-	-

B. Brief Details of top 5 Material outstanding litigation against the Company and Amount involved:

S. No.	Particulars	Litigation Filed By	Current Status	Amount Involved (₹)
1.	CC/1666/2020	Saransh Malik	The written statement was filed by this matter and nothing was brought up by the complainant. The case is pending for filing of evidence.	3,32,000/- + Interest
2.	CC/207/2021	Ashok Kumar	Notice Awaited. Next date of hearing is 01.04.2022.	6,14,200/-

C. Regulatory Action, disciplinary action taken by SEBI or Stock Exchange against the promoters in last five financial years including outstanding action: None

D. Brief details of outstanding criminal proceedings against Promoters : None

For further details, please refer chapter titled “Outstanding Litigations and Material Developments” on page no. 185 of the Prospectus.

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

DECLARATION BY THE COMPANY

We hereby declare that all 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 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, 2013, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulation issued there under, as the case may be. We further certify that all statements in the Prospectus are true and correct.

DECLARATION BY THE PROMOTER

Each of the Promoters confirms and certifies that all statements and undertakings specifically made or confirmed by it in the Prospectus about or in relation to itself, are true and correct. Each of the Promoter Selling Shareholder and the Selling Shareholder assumes no responsibility for any other statements, including, any of the statements made or confirmed by or relating to the Company or any other person(s) in the Prospectus.

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