ABRIDGED LETTER OF OFFER CONTAINING SALIENT FEATURES OF THE LETTER OF OFFER

FOR THE ELIGIBLE EQUITY SHAREHOLDERS OF THE COMPANY ONLY

This is an Abridged Letter of Offer containing salient features of the Letter of Offer dated January 13, 2023 ("Letter of Offer") which is available on the websites of the Registrar, our Company, and the Stock Exchanges where the equity shares of our Company are listed i.e., BSE Limited and National Stock Exchange of India Limited. You are encouraged to read greater details available in the Letter of Offer. Capitalized terms not specifically defined herein shall have the same meaning as ascribed to them in the Letter of Offer.

THIS ABRIDGED LETTER OF OFFER CONTAINS 12 PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.

Our Company has made available on the Registrar's website at https://rights.kfintech.com and the Company's website at www.heritagefoods.in, the Letter of Offer, this Abridged Letter of Offer along with the Rights Entitlement Letter and Application Form to the Eligible Equity Shareholders. You may also download the Letter of Offer from the website of the Securities & Exchange Board of India ("SEBI") and the stock exchanges where the Equity Shares of our Company are listed, i.e., BSE Limited ("BSE"/ "Stock Exchange") and National Stock Exchange of India Limited ("NSE"/ "Stock Exchange"), (i.e., www.sebi.gov.in, www.bseindia.com and www.nseindia.com, respectively. Application Form is also available on the respective websites of the Company, Registrar and the Stock Exchanges.



HERITAGE FOODS LIMITED

Registered & Corporate Office: # H. No. 8-2-293/82/A/1286, Plot No. 1286, Road No. 1 & 65, Jubilee Hills, Hyderabad – 500033, Telangana, India (For changes in Registered Office, please refer to page 50 of the Letter of Offer)

Tel: +91 40 23391221/2; Contact Person: Umakanta Barik, Company Secretary and Compliance Officer

E-mail: rights.issue@heritagefoods.in; Website: www.heritagefoods.in Corporate Identification Number: L15209TG1992PLC014332

PROMOTERS OF COMPANY: NARA BHUVANESWARI, NARA LOKESH & MEGABID FINANCE AND INVESTMENT PRIVATE LIMITED

ISSUE DETAILS, LISTING AND PROCEDURE

ISSUE OF UPTO 4,63,98,000 EQUITY SHARES OF FACE VALUE OF ₹5 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹5 PER RIGHTS EQUITY SHARE (THE "ISSUE PRICE"), FOR AN AMOUNT AGGREGATING UPTO ₹2319.90 LAKHS# ON A RIGHTS BASIS TO THE EXISTING ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 1 (ONE) RIGHTS EQUITY SHARE FOR EVERY 1 (ONE) FULLY PAID-UP EQUITY SHARE(S) HELD BY SUCH EXISTING ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON FRIDAY, JANUARY 20, 2023 (THE "ISSUE"). FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 260 OF THE LETTER OF OFFER.

Assuming full subscription

Listing Details: The Equity Shares of our Company are listed on BSE and NSE. Our Company has received "In-Principle" approval from BSE and NSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide their letter number DCS/RIGHT/KK/FIP/2997/2022-23 dated January 6, 2023 and letter number NSE/LIST/33876 dated December 29, 2022 respectively. Our Company will also make application to the Stock Exchanges to obtain their trading approval for the Right Entitlements as required under the SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020. For the purposes of this Issue, the Designated Stock Exchange is BSE.

Procedure: If you wish to know about processes and procedures applicable to a rights issue, you may refer to the section titled "*Terms of the Issue*" on page 260 of the Letter of Offer. You may download a copy of the Letter of Offer from the websites of our Company, Stock Exchanges, SEBI and Registrar as stated above. You can also request for the hard copy of the Letter of offer.

ELIGIBILITY FOR THE ISSUE

Our Company is a listed company, incorporated under the Companies Act, 1956. The Equity Shares of our Company are presently listed on BSE and NSE. We are eligible to undertake this Rights Issue in terms of Chapter III of the SEBI ICDR Regulations. Pursuant to Clause (1) of Part B of Schedule VI to the SEBI ICDR Regulations, our Company is required to make disclosures in accordance with Part B of Schedule VI to the SEBI ICDR Regulations.

MINIMUM SUBSCRIPTION

The objects of the Issue involve meeting Working Capital requirement of our Company, and Issue-related expenses and does not involve financing of capital expenditure for a project. Our Promoters and members of our Promoter Group have undertaken to (i) subscribe to the full extent of their respective Rights Entitlements, subject to compliance with the minimum public shareholding requirements, as prescribed under the SCRR; and (ii) have also confirmed that they shall not renounce their Rights Entitlements, except to the extent of renunciation within the promoter group. Accordingly, in terms of the SEBI ICDR Regulations, the requirement of minimum subscription in the Issue is not applicable. The above is subject to the terms mentioned under "Terms of the Issue" on page 260 of the Letter of Offer.

INDICATIVE TIMETABLE			
Issue Opening Date	Monday, January 30, 2023	Date of Allotment (on or about)	Tuesday, February 21, 2023

Last Date for On Market renunciation#	Wednesday, February 8, 2023	Date of Credit of Rights Equity shares to demat account of Allottees (on or about)	Thursday, February 23, 2023
Issue Closing Date*	Monday, February 13, 2023	Date of listing/ commencement of trading of Rights Equity Shares on the Stock Exchanges (on or about)	Monday, February 27, 2023
Finalization of Basis of Allotment with the Designated Stock Exchange (on or about)			Monday, February 20, 2023

- # Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.
- * Our Board or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that this Issue will not remain open in excess of 30 (thirty) days from the Issue Opening Date. Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

NOTICE TO INVESTORS

Our Company is making this Issue on a rights basis to the Eligible Equity Shareholders and will electronically dispatch through email and/or physical dispatch through speed post the Issue Material and Rights Entitlement Letter only to Eligible Equity Shareholders who have a registered address in India or who have provided an Indian address to our Company. Further, the Letter of Offer will be provided, through email and speed post, by the Registrar on behalf of our Company to the Eligible Equity Shareholders who have provided their Indian addresses to our Company or who are located in jurisdictions where the offer and sale of the Rights Equity Shares is permitted under laws of such jurisdictions and in each case who make a request in this regard. Investors can also access the Issue Material from the websites of the Registrar, our Company, the Lead Manager, the BSE and NSE. Those overseas shareholders who do not update our records with their Indian address or the address of their duly authorized representative in India, prior to the date on which we propose to dispatch the Issue Materials, shall not be sent any Issue Materials. Further, the Letter of Offer will be provided to those who have provided their Indian addresses to our Company and who makes a request in this regard. Investors can also access the Letter of Offer, the Abridged Letter of Offer, and the Application Form from the websites of the Registrar, our Company, the BSE and NSE. Our Company shall also endeavor to dispatch physical copies of the Issue Materials to Eligible Equity Shareholders who have provided an Indian address to our Company. Our Company and the Registrar will not be liable for non-dispatch of physical copies of Issue Materials.

NO OFFER IN THE UNITED STATES THE RIGHTS ENTITLEMENTS AND THE RIGHTS EQUITY SHARES HAVE NOT BEEN AND WILL NOT BE REGISTERED UNDER THE SECURITIES ACT OR THE SECURITIES LAWS OF ANY STATE OF THE UNITED STATES AND MAY NOT BE OFFERED OR SOLD IN THE UNITED STATES OF AMERICA OR THE TERRITORIES OR POSSESSIONS THEREOF ("UNITED STATES"), EXCEPT IN A TRANSACTION NOT SUBJECT TO, OR EXEMPT FROM, THE REGISTRATION REQUIREMENTS OF THE SECURITIES ACT AND APPLICABLE STATE SECURITIES LAWS. THE OFFERING TO WHICH THIS LETTER OF OFFER RELATES IS NOT, AND UNDER NO CIRCUMSTANCES IS TO BE CONSTRUED AS, AN OFFERING OF ANY RIGHTS EQUITY SHARES OR RIGHTS ENTITLEMENT FOR SALE IN THE UNITED STATES OR AS A SOLICITATION THEREIN OF AN OFFER TO BUY ANY OF THE RIGHTS EQUITY SHARES OR RIGHTS ENTITLEMENT. THERE IS NO INTENTION TO REGISTER ANY PORTION OF THE ISSUE OR ANY OF THE SECURITIES DESCRIBED HEREIN IN THE UNITED STATES OR TO CONDUCT A PUBLIC OFFERING OF SECURITIES IN THE UNITED STATES. ACCORDINGLY, THE ISSUE MATERIAL AND RIGHTS ENTITLEMENT LETTERS SHOULD NOT BE FORWARDED TO OR TRANSMITTED IN OR INTO THE UNITED STATES AT ANY TIME.

GENERAL RISKS

Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in the Issue unless they can afford to take the risk of Iosing 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 Rights Equity Shares in this 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 contents of the Letter of Offer. Specific attention of the investors is invited to the section titled "Risk Factors" on page 32 of the Letter of Offer.

	CHARTERED FINANCE MANAGEMENT PRIVATE LIMITED
	(Formerly known as Chartered Finance Management Limited)
	2 nd Floor, Wakefield House,
	Sprott Road, Ballard Estate,
	Mumbai – 400038, Maharashtra, India
Name of Lead Manager and	Tel. No.: +91 22 22696944
contact details	Email: rights.issue@cfml.in
	Website: www.cfml.in
	Investor Grievance Email: investor.grievance@cfml.in
	Contact Person: Mr. R. Ramnath
	SEBI Registration No.: INM000012052
	Validity: Permanent

	KFin TECHNOLOGIES LIMITED		
	Karvy Selenium, Tower B, Plot No. 31 & 32, Gachibowli Financial District,		
	Nanakramguda, Serilingampally,		
	Hyderabad, Rangareddi - 500032, Telangana, India		
	Tel No.: +91 40 67162222		
Name of Registrar to the Issue	Toll Free No.: 1-800-309-4001		
and contact details	Email: heritagefoods.rights@kfintech.com		
and contact actains	Website: www.kfintech.com		
	Investor Grievance Email: einward.ris@kfintech.com		
	Contact Person: Mr. M. Murli Krishna		
	SEBI Registration No.: INR000000221		
	CIN: U72400TG2017PLC117649		
	ICICI BANK LIMITED		
	Capital Market Division		
	5 th Floor, 163, HT Parekh Marg,		
	Backbay Reclamation, Churchgate, Mumbai – 400020		
Banker to Issue	Tel.No.: +91 22 68052182		
	Email: sagar.welekar@icicibank.com / ipocmg@icicibank.com		
	Contact Person: Mr. Sagar Welekar		
	SEBI Registration No.: INBI00000004		
	M/s. WALKER CHANDIOK & CO LLP		
	Chartered Accountants		
	Unit No. 1, 10 th Floor		
	My Home Twitza, APIIC		
	Hyderabad Knowledge City, Raidurg (Panmaktha) Village		
	Serilingampally Mandal, Ranga Reddy District		
Name of Statutory Auditor	Hyderabad – 500081		
, , , , , , , , , , , , , , , , , , , ,	Telangana, India		
	Tel: +91 40 48597178		
	Contact Person: Mr. Sanjay Kumar Jain, Partner		
	Contact Person Email: sanjay.jain@walkerchandiok.in		
	Firm Registration No.: 001076N/N500013		
	Peer Review Certificate No.: 011707		
	The list of banks that have been notified by SEBI to act as SCSBs for the ASBA process is		
	provided at the website of the SEBI		
Self-Certified Syndicate Banks	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes and updated		
("SCSBs")	from time to time. For details on Designated Branches of SCSBs collecting the Application		
,	Forms, refer to the website of the SEBI		
	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes.		
	SUMMARY OF BUSINESS		

We are one of the leading manufacturers and marketers of dairy and dairy-based products in India. Our Company was founded in 1992. We are a fast-growing dairy company established with the objective of remunerating dairy farmers with fair prices and providing fresh and healthy dairy products to consumers.

Over the years, our Company has evolved and widened its product offerings that have constantly delighted our customers. We have an integrated business model and manufacture a wide range of products including milk, UHT milk, curd, buttermilk, lassi, ice-cream, frozen desserts, immunity milk, milkshake, paneer, sweets, qhee, butter, cheese, fresh cream, cold coffee, flavoured milk, skimmed milk powder etc. "Heritage" is our flagship brand. Our presence in an extremely consumer-driven market generates a demand for healthy and balanced dairy products. We have a well-established presence across the southern states of India with a strong franchise network. We aim to deepen our penetration along with expanding our reach to new markets.

Our Company has two business divisions - Dairy division and Renewable Energy division. Our Wholly Owned subsidiary company (Heritage Nutrivet Limited) is into Animal Feed business and our Joint Venture company (Heritage Novandie Foods Private Limited) is in the Yogurt business.

Dairy Division:

We are a leading private Dairy player in India with a Chilling capacity of 21.5 lakh litres per day, Processing capacity of 26.5 lakh litres per day and Packaging capacity of 16.65 lakh litres per day. We commit ourselves to innovation and providing authentic, high-quality milk products and in our journey to achieve this objective, we have grown and diversified into multiple dairy and dairy-related products occupying a sizeable share in India's Dairy market.

We process and market a full line of dairy products including fresh milk, curd, buttermilk, *lassi*, ice-cream, *paneer*, *ghee*, table butter, cooking butter, milk powder, flavoured milk, UHT milk, and dairy whitener. We are headquartered in Hyderabad in the state of Telangana and have significant presence in the states of Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, NCR Delhi, Haryana, Uttarakhand, and Uttar Pradesh.

Renewable Energy Division:

Our Company strongly recognizes the responsibility towards protecting the environment. As a forward-looking enterprise, it is committed to extending the Green-footprint. Our Company is taking initiatives for conservation of energy. Renewable energy has been a major focus area in the last ten years. Our Company has 10.5 MW of solar and wind power for captive consumption. Our Company is continuously investing in latest technologies and efficiencies to conserve energy.

For further details, please refer to the chapter titled "Business Overview" at page 96 of this Letter of Offer.

SUMMARY OF OBJECTS OF THE ISSUE AND REQUIREMENT OF FUNDS

Qualitative Object

The details of Objects of the Issue are forth in the following table:

	(₹ In Lakhs)
Particulars	Amount
i. Working Capital requirement	2222.67
ii. Issue related purposes	97.23
Gross Proceeds from the Issue	2319.9

The details of the Net Proceeds are set forth in the following table:

	(₹ In Lakhs)
Particulars	Amount
Gross Proceeds from the Issue#	2319.9
Less: Issue related Expenses*	97.23
Net Proceeds from the Issue	2222.67

Assuming full subscription and allotment

For further details, please see chapter titled "Objects of the Issue" beginning on page 66 of this Letter of Offer.

Requirement of Funds:

Our Company proposes to meet the entire requirement of funds for the proposed objects of the Issue from the Net Proceeds. Accordingly, our Company confirms that there is no requirement 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 Issue.

NAME OF MONITORING AGENCY

As the net proceeds of the Issue shall not exceed ₹10,000 lakhs, under the SEBI ICDR Regulations, it is not required that a monitoring agency be appointed by our Company.

EQUITY SHAREHOLDING PATTERN OF THE COMPANY AS ON DECEMBER 31, 2023

Sr. No.	Particulars	Pre-Issue number of shares	% Holding of Pre Issue
1.	Promoter and Promoter Group	1,81,93,444	39.21
2.	Public	2,82,04,556	60.79
	Total	4.63.98.000	100.00

BOARD OF DIRECTORS

Name	Designation	Other Directorship
Nara Bhuvaneswari	Vice Chairperson & Managing Director	i. Megabid Finance & Investment Private Limited ii. Heritage Finlease Limited iii. Nirvana Holdings Private Limited iv. Heritage Nutrivet Limited

Brahmani Nara	Executive Director	i. Megabid Finance & Investment Private Limited	
Brannan Nara	Executive Billeton	ii. Heritage Finlease Limited	
		iii. Nirvana Holdings Private Limited	
		iv. Heritage Nutrivet Limited	
		_	
		v. Heritage Novandie Foods Private Limited	
Srivishnu Raju Nandyala	Non-Executive Independent Director	i. Heritage Novandie Foods Private Limited	
,	·	ii. Amara Raja Batteries Limited	
		iii. Revathi Finances & Leasing Private Limited	
		iv. Exciga Land Holdings Private Limited	
		v. Exciga Properties Private Limited	
		vi. Foliage Bio-Tech Private Limited	
		vii. Verdant Realtors Private Limited	
		viii. Dexter Computech Private Limited	
		·	
		ix. Fruition Bio-Pharma Private Limited	
		x. Zydus Wellness Limited	
		xi. Waporise Systems India Private Limited	
		xii. Monza Estates Private Limited	
		xiii. Viviso Estates and Lands Private Limited	
		xiv. Arlington Estates and Resorts Private Limited	
		xv. Blue Hammock Estates Private Limited	
		xvi. Exciga Soft Private Limited	
		xvii. Blue Hammock Software Private Limited	
		xviii. Raasi Computer Private Limited	
		xix. Raasi Software Corporation Private Limited	
		xx. Ink Realty Projects LLP	
		xxi. Unnathi Estates LLP	
		xxii. Sri Sri Finances Advisors LLP	
Rajesh Thakur Ahuja	Non-Executive Independent Director	i. Heritage Nutrivet Limited	
		ii. Kitchen Creations Private Limited	
		iii. Palmleaf Furnitech Private Limited	
		iv. MRJ Home Improvement Private Limited	
		v. Raumplus India LLP	
		vi. Superbuild Projects LLP	
		vii. Maestro Kitchens and Wardrobes LLP	
Muthu Raju Paravasu Raju	Non-Executive Independent Director	i. Geojit Financial Services Limited	
Vijay Kumar		ii. Life Insurance Corporation of India	
		iii. Sella India Software Services Private Limited	
		iv. Sify Technologies Limited	
Nagaraja Najdu Vadlamudi	Non-Executive Director	i. Vihaan Auto Ventures Private Limited	
Nagaraja Naidu Vadlamudi	Non-executive Director		
		ii. Kira Techmanagement Services Private Limited	
Aparna Surabhi	Non-Executive Independent Woman	i. Optival Health Solutions Private Limited	
	Director	ii. Heritage Nutrivet Limited	
		iii. Nichelon Infotech Services Private Limited	
		iv. Pharmaclan Consulting Private Limited	
		v. Hyperglo Technologies Private Limited	

Details of the Issuer or any of its promoters or directors being a willful defaulter or a fraudulent borrower: Neither the Issuer, nor any of its promoters or directors are willful defaulter or a fraudulent borrower.

CONSOLIDATED FINANCIAL INFORMATION

		(₹ in lakns)
Particulars Unaudited		Audited
	As at and For the period ended	As at and For the year
	September 30, 2022	ended March 31, 2022
Revenue from operations	163707.1	268127.9
Profit after tax	2631.7	9608.6

Equity Share Capital	2319.9	2319.9
Reserves and Surplus	64906.5	63435.1
Net Worth	67226.4	65755.4
Basic Earnings per share (Rs.)	5.67	20.81
Diluted Earnings per share (Rs.)	5.67	20.81
Return on net worth (%)	3.91%	14.61%
Net asset value per share (Rs.)	144.89	141.72

INTERNAL RISK FACTOR- TOP 5 RISK FACTORS AS PER THE LETTER OF OFFER

- 1. There are certain outstanding litigations against our Company, and Subsidiary/Joint Venture company, that if determined against us, could have a material adverse impact on our financial condition and results of operations
- 2. We do not own the premises in which our registered office is located and currently operating from and the same is on lease arrangement. Any termination of such lease/license and/or non-renewal thereof and attachment by Property Owner could adversely affect our operations.
- 3. Our manufacturing operations are dependent on the supply of huge amount of raw milk on daily basis, and our inability, at any point in time, to procure sufficient amount of quality raw milk, at competitive prices, may have an adverse impact on our business, results of operations and financial condition.
- 4. We do not have long term agreements with our suppliers for our other raw materials and an increase in the cost of, or a shortfall in the availability of such raw materials could have an adverse effect on our business, results of operations and financial condition.
- 5. Any disruption in transportation arrangements may adversely affect our results of operations. (Please refer to Page 32 of the Letter of Offer for details and response of our Company in addressing the Risk Factors)

SUMMARY OF OUTSTANDING LITIGATIONS

A summary of outstanding litigation proceedings pertaining to our Company as on the date of this Letter of Offer is provided below:

a) Litigations involving our Company

i) Cases filed against our Company:

Nature of Litigation	No. of matters outstanding	Amount involved* <i>(₹ In Lakhs)</i>
Direct Tax matters	-	-
Indirect Tax matters	-	-
Civil or Criminal proceedings	24	118.35

^{*} To the extent quantifiable

ii) Cases filed by our Company

Nature of Litigation	No. of matters	Amount involved*
	outstanding	(₹ In Lakhs)
Direct Tax matters	1	80.14
Indirect Tax matters	8	1394.80
Civil or criminal proceedings	23	843.54

^{*}To the extent quantifiable

b) Litigations involving our Subsidiary Company

Subsidiary: Heritage Nutrivet Limited

i) Cases filed by our Subsidiary:

Nature of Litigation	No. of matters outstanding	Amount involved* (₹ In Lakhs)
Direct Tax matters	-	-
Indirect Tax matters	-	-
Civil or criminal proceedings	68	334.53

^{*}To the extent quantifiable

ii) Cases filed against our Subsidiary:

Nature of Litigation	No. of matters outstanding	Amount involved* (₹ In Lakhs)
Direct Tax matters	-	-
Indirect Tax matters	-	-
Civil or criminal proceedings	2	20.25

^{*}To the extent quantifiable

For further details, please refer the chapter titled "Outstanding Litigations and Defaults" on page 228 of this Letter of Offer.

TERMS OF ISSUE

In accordance with the SEBI ICDR Regulations, the SEBI Rights Issue Circulars, the Abridged Letter of Offer (ALOF), the Application Form, the Rights Entitlement Letter, and other Issue materials, if any, will be sent/ dispatched only to the Eligible Equity Shareholders who have provided Indian address. In case such Eligible Equity Shareholders have provided their valid e-mail address, the ALOF, the Application Form, the Rights Entitlement Letter and other Issue material will be sent only to their valid e-mail address and in case such Eligible Equity Shareholders have not provided their e-mail address, then the ALOF, the Application Form, the Rights Entitlement Letter and other Issue material will be dispatched, on a reasonable effort basis, to the Indian addresses provided by them. Investors can access the LOF, the ALOF and the Application Form (provided that the Eligible Equity Shareholder is eligible to subscribe for the Rights Equity Shares under applicable securities laws) on the websites of our Company at www.heritagefoods.in, the Registrar at https://rights.kfintech.com; and the Stock Exchanges at www.bseindia.com and www.nseindia.com.

Procedure for Application

In accordance with Regulation 76 of the SEBI (ICDR) Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA For details, see 'Procedure for Application through the ASBA Process' on page 272 of the Letter of Offer.

The Application Form can be used by the Investors, Eligible Equity Shareholders as well as the Renounces, to make Applications in this Issue on the basis of the Rights Entitlements credited in their respective demat accounts. Please note that one single Application Form shall be used by the Investors to make Applications for all Rights Entitlements available in a particular demat account. In case of Investors who have provided details of demat account in accordance with the SEBI (ICDR) Regulations, such Investors will have to apply for the Rights Equity Shares from the same demat account in which they are holding the Rights Entitlements and in case of multiple demat accounts, the Investors are required to submit a separate Application Form for each demat account.

Investors may accept this Issue and apply for the Rights Shares by submitting the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts. Please note that Applications made with payment using third party bank accounts are liable to be rejected. Applicants should note that they should very carefully fill-in their depository account details and PAN number in the Application Form or while submitting application through online/electronic Application through the website of the SCSBs (if made available by such SCSB). Incorrect depository account details or PAN number could lead to rejection of the Application. For details see 'Grounds for Technical Rejection' on page 284 of the Letter of Offer. Our Company, the Registrar and the SCSB shall not be liable for any incorrect demat details provided by the Applicants. Procedure for Application through the ASBA process.

An investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with an SCSB, prior to making the Application. Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorising such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application.

Making of an Application through the ASBA facility:

An Investor, wishing to participate in this Issue through the ASBA facility, is required to have an ASBA enabled bank account with an SCSB, prior to making the Application. Investors desiring to make an Application in this Issue through ASBA process, may

submit the Application Form in physical mode to the Designated Branches of the SCSB or online/ electronic Application through the website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form and have provided an authorisation to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application

Additionally, in terms of Regulation 78 of the SEBI ICDR Regulations, Investors may choose to accept the offer to participate in this Issue by making plain paper Applications. Please note that SCSBs shall accept such applications only if all details required for making the application as per the SEBI ICDR Regulations are specified in the plain paper application and that Eligible Equity Shareholders making an application in this Issue by way of plain paper applications shall not be permitted to renounce any portion of their Rights Entitlements. For details, see "Application on Plain Paper under ASBA process" at page 275 of the Letter of Offer.

Credit of Rights Entitlements in demat accounts of Eligible Equity Shareholders

As your name appears as a beneficial owner in respect of the issued and paid-up Equity Shares held in dematerialised form or appears in the register of members of our Company as an Eligible Equity Shareholder in respect of our Equity Shares held in physical form, as on the Record Date, you may be entitled to subscribe to the number of Rights Equity Shares as set out in the Rights Entitlement Letter. Eligible Equity Shareholders can also obtain the details of their respective Rights Entitlements from the website of the Registrar (i.e., https://rights.kfintech.com) by entering their DP ID and Client ID or Folio Number (for Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date) and PAN. The link for the same shall also be available on the website of our Company. In this regard, our Company has made necessary arrangements with NSDL and CDSL for crediting of the Rights Entitlements to the demat accounts of the Eligible Equity Shareholders in a dematerialized form. A separate ISIN for the Rights Entitlements has also been generated which is ISIN: INE978A20019. The said ISIN shall remain frozen (for debit) until the Issue Opening Date. The said ISIN shall be suspended for transfer by the Depositories post the Issue Closing Date.

Rights Entitlements shall be credited to the respective demat accounts of Eligible Equity Shareholders before the Issue Opening Date only in dematerialised form. Further, if no Application is made by the Eligible Equity Shareholders of Rights Entitlements on or before Issue Closing Date, such Rights Entitlements shall get lapsed and shall be extinguished after the Issue Closing Date. No Rights Equity Shares for such lapsed Rights Entitlements will be credited, even if such Rights Entitlements were purchased from market and purchaser will lose the premium paid to acquire the Rights Entitlements. Persons who are credited the Rights Entitlements are required to make an Application to apply for Rights Equity Shares offered under Rights Issue for subscribing to the Rights Equity Shares offered under Issue.

In accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to (i) the demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (ii) a demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to (a) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI Listing Regulations; or (b) Equity Shares held in the account of IEPF authority; or (c) the demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (d) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (e) credit of the Rights Entitlements returned/reversed/failed; or (f) the ownership of the Equity Shares currently under dispute, including any court proceedings.

Application on Plain Paper under ASBA process

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an Application to subscribe to this Issue on plain paper, in case of non-receipt of Application Form through e-mail or physical delivery (where applicable) and the Eligible Equity Shareholder not being in a position to obtain it from any other source. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorising such SCSB to block Application Money in the said bank account maintained with the same SCSB. Applications on plain paper will not be accepted from any address outside India.

Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not been entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently.

The application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as

per specimen recorded with his bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars:

- 1. Name of our Issuer, being Heritage Foods Limited;
- 2. Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);
- 3. Registered Folio Number/ DP and Client ID No.;
- 4. Number of Equity Shares held as on Record Date;
- 5. Allotment option preferred only Demat form;
- 6. Number of Rights Equity Shares entitled to;
- 7. Number of Rights Equity Shares applied for;
- 8. Number of Additional Rights Equity Shares applied for, if any;
- 9. Total number of Rights Equity Shares applied for within the Right Entitlements;
- 10. Total amount paid at the rate of ₹5 per Rights Equity Share;
- 11. Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB;
- 12. In case of NR Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address and branch of the SCSB with which the account is maintained;
- 13. Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the Issue. Documentary evidence for exemption to be provided by the applicants;
- 14. Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account:
- 15. Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB);
- 16. Additionally, all such Applicants are deemed to have accepted the following:

"I/We understand that neither the Rights Entitlement nor the Rights Equity Shares have been, and will be, registered under the United States Securities Act of 1933, as amended ("US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof ("United States") or to, or for the account or benefit of a United States person as defined in the Regulation S of the US Securities Act ("Regulation S"). I/ we understand the Rights Equity Shares referred to in this application are being offered in India but not in the United States. I/ we understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering of any Rights Equity Shares or Rights Entitlement for sale in the United States, or as a solicitation therein of an offer to buy any of the said Rights Equity Shares or Rights Entitlement in the United States. Accordingly, I/ we understand this application should not be forwarded to or transmitted in or to the United States at any time. I/ we confirm that I/ we are not in the United States and understand that neither us, nor the Registrar, the Lead Manager or any other person acting on behalf of us will accept subscriptions from any person, or the agent of any person, who appears to be, or who we, the Registrar, the Lead Manager or any other person acting on behalf of us have reason to believe is a resident of the United States "U.S. Person" (as defined in Regulation S) or is ineligible to participate in the Issue under the securities laws of their jurisdiction.

"I/ We will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation except under circumstances that will result in compliance with any applicable laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of our residence.

I/ We understand and agree that the Rights Entitlement and Rights Equity Shares may not be reoffered, resold, pledged or otherwise transferred except in an offshore transaction in compliance with Regulation S, or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act.

I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States or a Qualified Institutional Buyer (as defined in the US Securities Act), and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of Regulation S or in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act.

I/We acknowledge that the Company, the Lead Manager, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements."

In cases where multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected. Investors are requested to strictly adhere to these instructions. Failure to do so could result in an Application being rejected, with our Company, and the Registrar not having any

liability to the Investor. The plain paper Application format will be available on the website of the Registrar at https://rights.kfintech.com.

Our Company, and the Registrar shall not be responsible if the Applications are not uploaded by SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

Application by Resident Eligible Equity Shareholders holding Equity Shares in physical form

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialized form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date.

Prior to the Issue Opening Date, the Rights Entitlements of those Eligible Equity Shareholders, among others, who hold Equity Shares in physical form, and whose demat account details are not available with our Company or the Registrar, shall be credited in a demat suspense escrow account opened by our Company

Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have opened their demat accounts after the Record Date, shall adhere to following procedure for participating in this Issue:

- 1. The Eligible Equity Shareholders shall send a letter to the Registrar containing the name(s), address, e-mail address, contact details and the details of their demat account along with copy of self-attested PAN and self- attested client master sheet of their demat account either by e-mail, post, speed post, courier, or hand delivery so as to reach to the Registrar no later than two Working Days prior to the Issue Closing Date;
- 2. The Registrar shall, after verifying the details of such demat account, transfer the Rights Entitlements of such Eligible Equity Shareholders to their demat accounts at least one day before the Issue Closing Date;
- 3. The remaining procedure for Application shall be same as set out in "Application on Plain Paper under ASBA process" beginning on page 275 of the Letter of Offer.

In accordance with the SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, the resident Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date shall be required to provide their demat account details to our Company or the Registrar to the Issue for credit of REs not later than two working days prior to issue closing date, such that credit of REs in their demat account takes place at least one day before issue closing date, thereby enabling them to renounce their Rights Entitlements through Off Market Renunciation.

PLEASE NOTE THAT THE ELIGIBLE EQUITY SHAREHOLDERS, WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS ON RECORD DATE AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR RESPECTIVE DEMAT ACCOUNTS TO THE REGISTRAR OR OUR COMPANY AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, SHALL NOT BE ELIGIBLE TO MAKE AN APPLICATION FOR RIGHTS EQUITY SHARES AGAINST THEIR RIGHTS ENTITLEMENTS WITH RESPECT TO THE EQUITY SHARES HELD IN PHYSICAL FORM.

Rights Entitlements Ratio

The Rights Equity Shares are being offered on a rights basis to the Eligible Equity Shareholders in the ratio of 1 (One) Rights Equity Share(s) for every 1 (One) fully paid-up Equity Share(s) held on the Record Date.

Fractional Entitlements

The Equity Shares are being offered on a rights basis to the existing Eligible Equity Shareholders in the ratio of 1:1 (1 Rights Equity Share for every 1 fully paid-up Equity Share) held as on Friday, January 20, 2023, the Record Date. Accordingly, no circumstance is likely to arise which would result in fractional entitlement.

Procedure for Renunciation of Rights Entitlement

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchanges; or (b) through an off-market transfer, during the Renunciation Period. The Investors should have the demat Rights Entitlements credited/lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism.

Investors may be subject to adverse foreign, state or local tax or legal consequences as a result of trading in the Rights

Entitlements. Investors who intend to trade in the Rights Entitlements should consult their tax advisor or stock broker regarding any cost, applicable taxes, charges and expenses (including brokerage) that may be levied for trading in Rights Entitlements. The Lead Manager and our Company accept no responsibility to bear or pay any cost, applicable taxes, charges and expenses (including brokerage), and such costs will be incurred solely by the Investor.

Please note that the Rights Entitlements which are neither renounced nor subscribed by the Investors on or before the Issue Closing Date shall lapse and shall be extinguished after the Issue Closing Date.

a) On Market Renunciation

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts by trading/selling them on the secondary market platform of the Stock Exchanges through a registered stock broker in the same manner as the existing Equity Shares of our Company.

In this regard, in terms of provisions of the SEBI ICDR Regulations and the SEBI Rights Issue Circulars, the Rights Entitlements credited to the respective demat accounts of the Eligible Equity Shareholders shall be admitted for trading on the Stock Exchange under ISIN INE978A20019 subject to requisite approvals. The details for trading in Rights Entitlements will be as specified by the Stock Exchanges from time to time. The Rights Entitlements are tradable in dematerialized form only. The market lot for trading of Rights Entitlements is 1 (one) Rights Entitlements.

The On Market Renunciation shall take place only during the Renunciation Period for On Market Renunciation, i.e., Monday, January 30, 2023, to Wednesday, February 8, 2023 (both days inclusive). The Investors holding the Rights Entitlements who desire to sell their Rights Entitlements will have to do so through their registered stock brokers by quoting the ISIN INE978A20019 and indicating the details of the Rights Entitlements they intend to sell. The Investors can place order for sale of Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The On Market Renunciation shall take place electronically on secondary market platform of BSE Limited and National Stock Exchange of India Limited under automatic order matching mechanism and on 'T+2 rolling settlement basis', where 'T' refers to the date of trading. The transactions will be settled on trade-for-trade basis. Upon execution of the order, the stock broker will issue a contract note in accordance with the requirements of the Stock Exchanges and the SEBI.

b) Off Market Renunciation

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts by way of an off-market transfer through a depository participant. The Rights Entitlements can be transferred in dematerialised form only. Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.

The Investors holding the Rights Entitlements who desire to transfer their Rights Entitlements will have to do so through their depository participant by issuing a delivery instruction slip quoting the ISIN INE978A20019, the details of the buyer and the details of the Rights Entitlements they intend to transfer. The buyer of the Rights Entitlements (unless already having given a standing receipt instruction) has to issue a receipt instruction slip to their depository participant. The Investors can transfer Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The instructions for transfer of Rights Entitlements can be issued during the working hours of the depository participants. The detailed rules for transfer of Rights Entitlements through off-market transfer shall be as specified by the NSDL and CDSL from time to time.

The renunciation from non-resident Eligible Equity Shareholder(s) to resident Indian(s) and vice versa shall be subject to provisions of FEMA Rules and other circular, directions, or guidelines issued by RBI or the Ministry of Finance from time to time. However, the facility of renunciation shall not be available to or operate in favour of an Eligible Equity Shareholders being an erstwhile OCB unless the same is in compliance with the FEMA Rules and other circular, directions, or guidelines issued by RBI or the Ministry of Finance from time to time.

Options available to the Eligible Equity Shareholders

The Rights Entitlement Letter will clearly indicate the number of Rights Equity Shares that the Eligible Equity Shareholder is entitled to.

If the Eligible Equity Shareholder applies in this Issue, then such Eligible Equity Shareholder can:

- i. apply for its Rights Equity Shares to the full extent of its Rights Entitlements; or
- ii. apply for its Rights Equity Shares to the extent of part of its Rights Entitlements (without renouncing the other part); or
- iii. apply for Rights Equity Shares to the extent of part of its Rights Entitlements and renounce the other part of its Rights

- Entitlements: or
- iv. apply for its Rights Equity Shares to the full extent of its Rights Entitlements and apply for additional Rights Equity Shares; or
- v. renounce its Rights Entitlements in full.

Additional Rights Equity Shares

Investors are eligible to apply for additional Rights Equity Shares over and above their Rights Entitlements, provided that they are eligible to apply for Rights Equity Shares under applicable law and they have applied for all the Rights Equity Shares forming part of their Rights Entitlements without renouncing them in whole or in part. Applications for additional Rights Equity Shares shall be considered and allotment shall be made at the sole discretion of the Board, subject to applicable sectoral caps, and in consultation if necessary, with the Designated Stock Exchange and in the manner prescribed under the section titled "Terms of the Issue" on page 260 of the Letter of Offer. Applications for additional Rights Equity Shares shall be considered and Allotment shall be made in accordance with the SEBI ICDR Regulations and in the manner prescribed under the section "Basis of Allotment" on page 287 of the Letter of Offer.

Eligible Equity Shareholders who renounce their Rights Entitlements cannot apply for additional Rights Equity Shares.

Withdrawal of Application

No Investor applying through ASBA facility, may withdraw their Application post the Issue Closing Date.

Intention and extent of participation by the Promoter and Promoter Group

Our Promoter(s) and individual(s)/entity(ies) forming part of our Promoter Group, vide their letters dated December 24, 2022 (the "Subscription Letters") have agreed to subscribe, jointly and/ or severally to the full extent of their aggregate Rights Entitlements in the Issue and not to renounce their Rights Entitlements except to the extent of renunciation within the Promoter and Promoter Group. Our Promoter(s) and members of the Promoter Group agree to subscribe to the full extent of any Rights Entitlement that may be renounced in their favour by any other Promoter or member of the Promoter Group of our Company. Further, they intend applying for and subscribing to, additional Rights equity shares, including subscribing to the unsubscribed portion (if any), subject to compliance with the minimum public shareholding requirement as prescribed under the SCRR and the SEBI Listing Regulations. Our Company is in compliance with Regulation 38 of the SEBI Listing Regulations and will continue to comply with the minimum public shareholding requirements pursuant to the Issue.

For further details, please see the chapter titled "Capital Structure" beginning on page 57.

Availability of offer document of the immediately preceding public issue or rights issue for inspection: Available

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 this Letter of Offer is contrary to the provisions of the Companies Act, 2013 and the rules made thereunder, the Securities and Exchange Board of India Act, 1992 or rules made or guidelines or regulations issued thereunder, as the case may be. We further certify that all statements and disclosures in this Abridged Letter of Offer and the Letter of Offer are true and correct.

SIGNED BY THE DIRECTORS OF OUR COMPANY

Sd/- Sd/- Sd/- Sd/-

Nara BhuvaneswariNara BrahmaniSrivishnu Raju NandyalaRajesh Thakur AhujaDIN: 00003741DIN: 02338940DIN: 00025063DIN: 00371406Vice Chairperson & ManagingExecutive DirectorNon-Executive IndependentNon-Executive

Director Director Independent Director

Sd/- Sd/- Sd/-

Muthu Raju Paravasa Vijay KumarNagaraja Naidu VadlamudiAparna SurabhiDIN: 05170323DIN: 00003730DIN: 01641633

Non-Executive Independent Director Non-Executive Director Non-Executive Independent Woman Director

Place: Hyderabad

Date: January 13, 2023