

Date: 21st October, 2024

To,
The Manager,
Listing Department,
The National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot C/1, G Block,
Bandra – Kurla Complex, Bandra (E),
Mumbai - 400051.

Ref.: Placement memorandum dated May 24, 2022 and addendum to placement memorandum dated October 18, 2024, of Alpha Alternatives Financial Services Private Limited (*formerly known as Provincial Finance and Leasing Co. Private Limited*) (“**Issuer**” or “**Company**”) (“**Placement Memorandum**”).

Sub: Intimation for exercise of Put Option pursuant Regulation 15(6) of Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021 (“**SEBI (ILNCS) Regulations**”) and Record Date pursuant to Regulation 60 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**SEBI (LODR) Regulations**”) (“**the Listing Regulations**”).

Sr. No.	ISIN	ISIN Description
1.	INEOL6807021	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR B BR NCD 11JU25 FVRS10LAC

Dear Sir/ Ma’am,

Pursuant to the provisions of Regulation 60 of the SEBI (LODR) Regulations and Regulation 15(7) of SEBI (ILNCS) Regulations, we hereby inform you that the Company has received a notice dated 18th October, 2024, informing exercise of Put Option from the following holders of Secured, Listed, Rated, Redeemable Principal Protected Market Linked Debentures issued on private placement basis (“**MLDs**”) as per the terms and conditions of the issue stated in the Placement Memorandum and copies of the aforesaid notice are enclosed as '**Annexure - I**'.

Sr. No.	Name of the Debenture Holders
1	Sheela Foam Limited

Further, pursuant to Regulation 60(2) of the SEBI (LODR) Regulations, we hereby inform you that the Company has fixed Record Date for the purpose of Redemption of the aforesaid MLDs pursuant to the exercise of the Put Option by the Debenture Holders. The details of Record Date are as follows:

Particulars	Record Date	Purpose	ISIN	Redemption Payment Date (pursuant to Put Option)
Rated Secured Listed Transferable Redeemable, Principal	04 th November, 2024	Redemption (pursuant to Put Option)	INEOL6807021	19 th November, 2024

Alpha Alternatives Financial Services Private Limited
(Formerly known as Provincial Finance and Leasing Co Private Limited)
(CIN: U65923MH1993PTC075162)

Registered office: 34th floor, Sunshine Tower, Senapati Bapat Marg, Near Kamgar Krida Maidan, Dadar West,
Mumbai - 400 013, India

Email: info@alt-alpha.com (B) +91 22 6145 8900 (W): www.fin.alt-alpha.com

Protected Market Linked Non- Convertible Debentures ("NCDs" / "Debentures" / "MLDs")				
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The above MLDs shall be redeemed along with interest on the Redemption Payment Date as per the terms of issue of MLDs.

Further, the terms of the MLDs shall remain unchanged for the holders of the MLDs, under the aforementioned ISIN, who have not exercised Put Option.

Request you to kindly take the same on record.

Yours Faithfully,

For **Alpha Alternatives Financial Services Private Limited**
(Formerly known as Provincial Finance and Leasing Co Private Limited)

Shreyans Mehta
Director
DIN: 06756771

Encl: A/a

Mihir Mahadik

From: Pankaj Garg <pankaj.garg@sheelafoam.com>
Sent: 18 October 2024 18:36
To: compliance@mitconcredentia.in; Compliance
Cc: Mandeep Arora
Subject: Redemption of units of series EQAR B series

Dear Sir/ Madam,

We would like to exercise our put option for investment in PP MLD Series B (ISIN INEOL6807021) of Alpha alternatives financial service private limited

Please find below the details:

Name of investing entity – Sheela Foam Limited

Number of MLDs to be redeemed - 586

Bank Account Details –

YES Bank Limited

IFSC Code YESB0000107

Account No 010781300000013

Acct Type Current

We have also attached a copy of cancelled cheque for reference.

Should you have any queries or require any further clarification, feel free to revert.

Regards,