This is an abridged prospectus containing salient features of the Red Herring Prospectus dated June 12, 2024 (the "RHP"). You are encouraged to read greater details available in the RHP (Download link: www.themoneyfair.com) Unless otherwise specified all capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.

THIS ABRIDGED PROSPECTUS CONSISTS OF TEN PAGES. PLEASE ENSURE THAT YOU HAVE RECEIVED ALL THE PAGES.





AKIKO GLOBAL SERVICES LIMITED

CIN: U74999DL2018PLC335272 Date of Incorporation- 13/06/2018

Registered Office	Contact Person	Email and Telephone	Website
11th Floor, Off. No. 8/4-D,	Pooja Roy, Company	accounting@akiko.co.in	www.themoneyfair.com
Vishwadeep Building, District	Secretary and Compliance Officer	Telephone No.: 011-40104241	
Centre Janak Puri, West		_	
Delhi, New Delhi, Delhi,			
India, 110058			

Promoters of the Company

Mr. Ankur Gaba, Ms. Richa Gaba, Mr. Puneet Mehta, Mr. Gurjeet Singh Walia and Ms. Priyanka Dutta

Details of Offer to Public:

Type of Issue	Fresh Issue Size	OFS Size (by no.	Total Issue Size	Issue Under 6(1)/ 6(2)		Share Res	ervation	
(Fresh/ OFS/ Fresh & OFS)	(by no. of shares or by amount in `)	of shares or by amount in `)	(by no. of shares or by amount in `)		QIB	NII	RII	Market Maker
Fresh Issue	Up to 30,01,600	Nil	Up to 30,01,600	This issue is being made in	Not more	Not less	Not less	Up to
	Equity Shares		Equity Shares	terms of Regulation 229(2)	than	than	than	1,50,400
				of Chapter IX of the SEBI	14,24,000	4,28,800	9,98,400	Equity
				(ICDR) Regulations, 2018	Equity	Equity	Equity	Shares
				as amended.	Shares	Shares	Shares	

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

DETAILS OF OFFER FOR SALE, SELLING SHAREHOLDERS AND THEIR AVERAGE COST OF ACQUISITION – NOT APPLICABLE AS THIS IS A FRESH ISSUE OF EQUITY SHARES

Price Band, Minimum Bid Lot & Indicative Timelines				
Price Band*	73/- to 77/- Per Equity Share of face value of 10/- each.			
Minimum Bid Lot Size	For details of minimum bid lot size, please refer to price band advertisement to be published in two national daily newspapers (one each in English and in Hindi) with wide circulation and one daily regional newspaper with wide circulation at least two working days prior to the Bid / Issue Opening Date.			
Anchor Portion Offer Opens/Closes on**	Monday, June 24, 2024			
Bid/Offer Open On	Tuesday, June 25, 2024			
Bid/Closes Open On	Thursday, June 27, 2024			
Finalization of Basis of Allotment	On or before Monday, July 01, 2024			
Initiation of Refunds	On or before Monday, July 01, 2024			
Credit of Equity Shares to Demat accounts of Allottees	On or before Monday, July 01, 2024			
Commencement of trading of Equity Shares	On or before Tuesday July 02, 2024			

^{*}For details of price band and Basis of Issue Price, please refer to price band advertisement and page 118 of RHP.

^{**}Our Company, in consultation with the BRLMs, consider participation by Anchor Investors in accordance with the SEBI (ICDR) Regulations. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid/Issue Opening Date i.e. Monday, June 24, 2024.

The Weighted average cost of acquisition of all Equity Shares transacted over the trailing eighteen months from the date of RHP

Name of the Promoter	No. of Shares held	Weighted Average cost of Acquisition (in Rs.)
Puneet Mehta	19,77,440	3.38
Gurjeet Singh Walia	19,76,080	3.33
Richa Arora	15,97,320	1.66
Ankur Gaba	14,85,256	0.98
Priyanka Dutta	1,69,184	10.58

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

RISKS IN RELATION TO THE FIRST ISSUE

This being the first public offer of the Equity Shares of our Company, there has been no formal market for the Equity Shares. The face value of each Equity Share is ₹ 10/-. The Floor Price, Cap Price and Offer Price as determined by our Company in consultation with the Book Running Lead Manager, on the basis of the assessment of market demand for the Equity Shares by way of the Book Building process, as stated under "Basis for Issue Price" on page 118 should not be considered to be indicative of the market price of the Equity Shares after the Equity Shares are listed. No assurance can be given regarding an active or sustained trading in the Equity Shares nor regarding the price at which the Equity Shares will be traded after Listing.

GENERAL RISK

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 losing their 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 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 contents of this Red Herring Prospectus. Specific attention of the investors is invited to "Risk Factors" beginning on page 35 of the Red Herring Prospectus.

PROCEDURE

You may obtain a physical copy of the Bid-cum-Application Form and the RHP 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 RHP and/or the General Information Document (GID) from the BRLM's or download it from the website of the Stock Exchange i.e. www.nseindia.com and the BRLM at www.nseindia.com and the BRLM at

	PRICE INFORMATION OF BRLM's*							
Sr. No.	Issue name	Name of Merchant Banker	+/-% 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.	Enser Communications Limited		(2.99)	Not Applicable	Not Applicable			
2.	Sungarner Energies Limited		(12.84) (2.9)	(24) 18.02	Not Applicable			
3.	Pearl Green Clubs and Resorts	_	3.27	(0.50)	(2.92)			
4	Limited	_	11.95	45.52	102.80			
4.	Globesecure Technologies Limited	Fast Track	212.94 (5.35)	313.07 14.94	125.47 38.57			
5.	Jeena Sikho Lifecare Limited	Finsec Private	(12.69)	(18.16)	(15.17)			
6.	SBL Infratech Limited	Limited	(2.42) (55.20)	(7.09) (64.8)	22.78 (47.72)			
			(0.53)	(3.77)	(3.48)			
7.	Kranti Industries Limited		(1.22)	2.84	(12.04)			
8.	Goblin India Limited		(8.38) 125.71	1.62 80.21	(3.16) (27.20)			
	5 5 5 11 11 11 11 11 11 11 11 11 11 11 1		4.62	8.70	(20.29)			
9.	Ascom Leasing and Investments Limited		5.00 (0.60)	0.00 (5.47)	15.83 (15.60)			
10.	Trekkingtoes.Com Limited	_	(55.59)	(59.90)	(67.92)			
			(3.77)	12.14	28.67			

Source: Price Information www.bseindia.com & www.nseindia.com Offer Information from respective Prospectus.

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'Name of BRLM and contact details (telephone and email	FAST TRACK FINSEC PRIVATE LIMITED		
id) of each BRLM	Address: Office No. V-116, 1st Floor, New Delhi House, 27, Barakhambha Road, New		
	Delhi – 110 001		
	Tel No +91-11-43029809		
	Email: mb@ftfinsec.com;		
	Contact Person: Mr. Vikas Kumar Verma		
Name of Syndicate Members	Not Applicable		
Name of Market Makers	Nikunj Stock Brokers Limited		
Name of Registrar to the Offer and contact details (telephone	SKYLINE FINANCIALS SERVICES PRIVATE LIMITED		
and email id)	D-153A, 1st floor, Phase I, Okhla Industrial Area, Delhi -110020		
	Telephone: 011-40450193-97		
	Email Id: <u>ipo@skylinerta.com</u>		
	Investor Grievance e-mail: ipo@skylinerta.com		
	Website: www.skylinerta.com		
	Contact Person: Mr. Anuj Rana		
	SEBI registration number: INR000003241		
	CIN: U74899DL1995PTC071324		
Name of Statutory Auditor	M/s. Kapish Jain & Associates, Chartered Accountants		
Name of Credit Rating Agency and the rating or grading	Not Applicable		
obtained if any	••		
Name of Debenture trustee, if any.	Not Applicable		
Self-Certified Syndicate Banks	The list of banks is available on https://www.sebi.gov.in/sebiweb/other/OtherAction .		
	do?doRecognised=yes		
Non-Syndicate Registered Brokers	You can submit Bid cum 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 302 of the RHP		
Details regarding website address(es)/ link(s) from which	https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised=yes		
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)			
(as applicable)			

			PROMOTERS OF THE ISSUER COMPANY
Sr. Name Individual/ Experience & Educational Qualification		Experience & Educational Qualification	
1	Priyanka Dutta	Individual	Ms. Priyanka Dutta aged 38 years, is the Promoter & Managing Director of Our Company. She is highly experienced board director with 15 years of experience in leading non-profit as well as for-profit organizations. She has strong knowledge of governing bylaws and how to implement company procedures. Successful motivator who brings a good attitude to every meeting. She is Proficient in software related to running a company, including accounting software, analytical software, and database user interface and query software and has strong knowledge of administration and management as well as human resources, including strategic planning, leadership techniques, personnel recruitment, and compensation and benefits policies.
2	Ankur Gaba	Individual	Mr. Ankur Gaba, aged 40 years is the Promoter and Business Development Head of the Company. He leads the company with his extensive experience of 20 years in the financial industry. He continuously invests in enriching his business knowledge not only through his active involvement in the company. He has been associated with the Company since its inception as promoter. He is responsible for the overall working of the Company and is instrumental in making strategic decisions for the Company. He strongly believes stream lining processes and prioritizing people and customers are the keys to success in today 's digital world.
3	Richa Arora	Individual	Ms. Richa Arora, aged 38 years, is the Director and Chief Financial officer of our Company. She has an experience of 14 years as board of director who prioritizes results, is self-driven and resourceful and has a track record of building management teams to increase productivity and profitability. experienced in developing all business areas to make it a vibrant and forward-thinking corporation. able to build profitable and long-lasting connections with stakeholders around the globe while having exceptional communication abilities. She has performed a variety of high-level administrative tasks, which include budget preparation, travel arrangements and meeting, scheduling, and reporting and tracking information for senior management.

4	Gurjeet Singh Walia	Individual	Mr. Gurjeet Singh Walia, aged 44 years, is the Promoter & Director of Our Company. He holds a certificate in performing arts from Shri Ram Centre for Performing Arts. He has 4 years of experience in developing strategic and business plans, has thorough knowledge of market changes and forces that influence the company, strong understanding of corporate finance and measures of performance and is Familiar with corporate law and management best practices and has Excellent organizational, leadership, communication, interpersonal and presentation skills. Prior to this he was working in the Real Estate Business.
5	Puneet Mehta	Individual	Mr. Puneet Mehta, aged 40 years is the Promoter and Non-Executive Director of our Company. He holds certificate in Computer Application from NIT. A results driven, self-motivated and resourceful director with proven ability to develop and strengthen management teams in order to maximize company profitability and efficiency. Experienced leading and growing all sectors of a business to make it a dynamic and progressive organization. Possessing excellent communication skills and able to establish sustainable and profitable relationships with customers, suppliers and stakeholders across the world. He has Strong leadership skills in board governance, new business development comprehensive understanding of financial management principles and excellent management skills.

BUSINESS OVERVIEW AND STRATEGY

Company Overview: Our Company has commenced its operations in 2018 and is currently working as a Channel Partner (DSA) for major Banks / NBFCs. Our business model involves tele-calling, corporate activities, as well as a feet-on-street and digital marketing model to acquire customers digitally. Our proficiency lies in the field of credit cards and loans, empowering us to offer extensive guidance and assistance to individuals and businesses as they navigate the expansive landscape of financial products. Whether it's finding the right credit card for maximizing rewards and benefits, or securing the most suitable loan for personal or business needs, our team is dedicated to delivering informed and tailored recommendations.

Our Company has earned a remarkable reputation in the industry, because of deliverance on commitment. Our business is completely compliance driven as our Company is ISO Certified by QFS Management Systems LLP, Accredited by Standards Council of Canada and has inbuilt steps that are followed as per the guidelines issued by the respective banks.

For further details, please see "Our Business" on page 139.

Intellectual Property, if any

Our Company has applied for the following registrations under the Trademark Act 1999 and Trademark Rule 2003. The Status of our application is as under:

Trademark / Wordmark	Date of application	Application	Class	Current Status
		number		
ANNO SILORA ESPITICS PELITO.	28.07.2020	4585590	38	Registered
The money fair Simplify your finances	11.03.2023	5844086	36	Accepted & Advertised

Market Share: Not ascertainable

Employee Strength: As on April 30, 2024, the Company has employed 418 employees at various levels of the Organization.

	BOARD OF DIRECTORS						
Sr. No.	Name	Designation (Independent / Whole time / Executive / Nominee)	Experience & Educational Qualification	Other Directorships			
1.	Priyanka Dutta	Managing Director	Experience: Ms. Priyanka Dutta aged 38 years, is the Promoter & Managing Director of Our Company. She is highly experienced board director with 15 years of experience in leading non-profit as well as for-profit organizations. She has strong knowledge of governing bylaws and how to implement company procedures. Qualification: Senior Secondary Certificate				
2.	Richa Arora	Director and CFO	Experience: Ms. Richa Arora, aged 38 years, is the Director and Chief Financial officer of our Company. She has an experience of 14 years as board of director who prioritizes results, is self-driven and resourceful and has a track record of building management teams to increase	1.02			

	,		,	,
			productivity and profitability. experienced in developing all business areas to make it a vibrant and forward-thinking corporation. able to build profitable and long-lasting connections with stakeholders around the globe while having exceptional communication abilities. Qualification: Certified in Fashion Designing.	
3.	Puneet Mehta	Non –Executive Director	Experience: Mr. Puneet Mehta, aged 40 years is the Promoter and Non-Executive Director of our Company. He holds certificate in Computer Application from NIT. A results driven, self-motivated and resourceful director with proven ability to develop and strengthen management teams in order to maximize company profitability and efficiency. Experienced leading and growing all sectors of a business to make it a dynamic and progressive organization. Possessing excellent communication skills and able to establish sustainable and profitable relationships with customers, suppliers and stakeholders across the world. Qualification: Certificate in Computer Application from NIIT	 GWPM Realtors and Developers Private Limited Salhydrau Industries Private Limited Final Act Production Private Limited
4.	Gurjeet Singh Walia	Executive Director	Mr. Gurjeet Singh Walia, aged 44 years, is the Promoter & Director of Our Company. He holds a certificate in performing arts from Shri Ram Centre for Performing Arts. He has 4 years of experience in developing strategic and business plans, has thorough knowledge of market changes and forces that influence the company, strong understanding of corporate finance and measures of performance and is Familiar with corporate law and management best practices and has Excellent organizational, leadership, communication, interpersonal and presentation skills. Prior to this he was working in the Real Estate Business. Qualification: Certificate in Performing Arts.	Limited - Salhydrau Industries Private Limited - Final Act Production Private Limited
5.	Jagjit Singh	Independent Director	Experience: Mr. Jagjit Singh, aged 53 years is the Non-executive and Independent Director of our Company. He has done Graduation from Delhi University in Political Science (Hons), he has work experience of 30 years, 20 years in present business. Qualification: Graduation in Political Science (Hons)	NIL

6.	Achal Kapoor Independent Dire	Experience Mr. Achal Kapoor, aged 36 years is the Non-executive and Independent Director of our Company. He is an associate member of the Institute of Company Secretaries of India (ICSI), a Post Graduate Diploma in Business Management in Finance from Symbiosis Centre for Distance Learning, a Law Graduate from Bhagwati College of Law, CCS University (Meerut). He got registration in Independent Director Databank under Indian Institute of Corporate Affairs having registration no. IDDB-NR-202104-036018. He has qualified the Independent Director exam Qualification: He is a associate member of the Institute of Company Secretaries of India (ICSI), a Post Graduate Diploma in Business Management in Finance from Symbiosis Centre for Distance Learning, a Law Graduate from Bhagwati College of Law, CCS University (Meerut)	 Ispatika International Limited Golden Biofuels Limited Datasoft Application Software (India) Limited Addi Industries Limited EMS Limited Goyal Aluminiums Limited RKB Towel Manufacturing Company Limited Lemon Electronics Limited Five Vision Promoters Private Limited Associated Electronics Research Foundation Kotia Enterprises Limited
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For further details in relation to our Board of Directors, see "Our Management" beginning on page 168 of the RHP.

OBJECTS OF THE OFFER

Details of means of finance -

The fund requirements for each of the objects of the Issue are stated as follows:

(in`lakhs)

Particulars	Amt (Rs. In Lacs)
Implementation of ERP Solution and TeleCRM	170.00
Mobile Application for financial product solution	280.00
To meet working capital requirements	1138.80
Enhancing visibility and awareness of our brands, including but not limited to "Akiko Global" or "Money fair"	200.00
General Corporate Purpose*; and	[•]
Issue Expenses	[•]
Total	[•]

^{*} To be finalised upon determination of the Issue Price and updated in the Red Herring Prospectus prior to filing with the RoC. The amount to be utilised for general corporate purposes shall not exceed 25% of the gross proceeds from the Fresh Issue.

Details and reasons for non-deployment or delay in deployment of proceeds or changes in utilization of issue proceeds of past public issues / rights issue, if any, of the Company in the preceding 10 years: Nil

Name of monitoring agency, if any – Not Applicable

Terms of Issuance of Convertible Security, if any - Not Applicable

Shareholding Pattern:

Sr. No.	Particulars	Pre Issue number of shares	% Holding of Pre issue
1.	Promoter and Promoter Group	72,06,640	92.77%
2.	Public	5,61,360	7.23
	Total	77,68,000	100%

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

(All amounts in Indian Rupees in Lakhs, unless otherwise stated)

Particulars	January 31, 2024	March 31, 2023	March 31, 2022	March
				31, 2021
Share Capital	776.80	4.00	2.00	2.00
Net Worth ⁽¹⁾	1,403.37	578.40	123.14	45.29
Revenue from Operation	2,590.30	3,958.11	1,351.92	610.78
Restated profit for the year	321.48	453.26	77.85	22.98
Restated Basic Earnings per Share ⁽²⁾	4.70	12.62	2.86	0.84
Restated Diluted Earnings per Share ⁽³⁾	4.70	12.62	2.86	0.84
Restated Net Asset Value per Share ⁽⁴⁾	20.52	16.10	4.53	1.67
Total Borrowings ⁽⁵⁾	122.05	95.89	26.13	49.62

- 1. Net Worth is calculated as the sum of equity share capital and other equity attributable to owners of the Company;
- 2. Basic EPS = Net Profit after tax, as restated, attributable to equity shareholders divided by weighted average no. of equity shares outstanding during the year/period
- 3. Diluted EPS = Net Profit after tax, as restated, attributable to equity shareholders divided by weighted average no. of diluted equity shares outstanding during the year/period.
- 4. Net Asset Value per share = Net worth attributable to the owners of the company divided by the numbers of shares outstanding as at year end.
- 5. Total borrowings is the sum of short-term borrowings and long-term borrowings

INTERNAL RISK FACTORS

(Minimum 5 and maximum 10 risk factors to be specified)

The below mentioned risks are top 7 risk factors as per the RHP. (500 word limit in total)

- 1. Our top ten customers contribute approximately 93.26% of our revenues for the financial year ended March 31, 2023. Any loss of business from one or more of them may adversely affect our revenues and profitability
- 2. We do not own our Registered Office from which we operate and the same is on rental basis. If we are required to vacate the same, due to any reason whatsoever, it may adversely affect our business operations.
- 3. The average cost of acquisition of Equity Shares held by our Promoters is lower than the Issue Price.
- 4. We may not be successful in implementing our business strategies.
- 5. Our logo is not registered. In case of no registration our brand building efforts may be hampered which might lead to an adverse effect on our business.
- 6. Our company has a negative cash flow in some of the previous years, details of which are given below. Sustained negative cash flow could impact our growth and business.
- 7. Our Promoters and members of the Promoter Group will continue jointly to retain majority control over our Company after the Issue, which will allow them to determine the outcome of matters submitted to shareholders for approval.
 - For further details on 'Risk Factors' please refer page no.35 of the Red Herring Prospectus.

SUMMARY OF OUTSTANDING LITIGATIONS, CLAIMS AND REGULATORY ACTION

A summary of outstanding litigation proceedings involving our Company, our Promoters, Directors and our Group Company, as on the date of this Red Herring Prospectus as disclosed in the section titled "Outstanding Litigation and Material Developments" in terms of the SEBI (ICDR) Regulations and the Materiality Policy is provided below:

(`in lakhs)

Sr. No.	Name of individual/ entity	Criminal Proceedings	Tax proceedings	Statutory/ Regulatory proceeding	Disciplinary actions by the SEBI or stock Exchanges against our Promoters	Material civil litigation	Aggregate amount involved
1.	Company						
	By the Company	Nil	Nil	Nil	Nil	Nil	Nil
	Against the Company	Nil	Nil	Nil	Nil	Nil	Nil
2.	Directors (Other than Promoters)						
	By the Directors	Nil	Nil	Nil	Nil	Nil	Nil

	Against the Directors	Nil	Nil	Nil	Nil	Nil	Nil	
3.	Promoters							
	By the Promoters	Nil	Nil	Nil	Nil	Nil	Nil	
	Against the Promoters	Nil	Nil	Nil	Nil	Nil	Nil	
4.	Subsidiaries							
	By the Subsidiaries	Nil	Nil	Nil	Nil	Nil	Nil	
	Against the Subsidiaries	Nil	Nil	Nil	Nil	Nil	Nil	
5.	Group Companies							
	By the Group Companies	Nil	Nil	Nil	Nil	Nil	Nil	
	Against the Group Companies	Nil	Nil	Nil	Nil	Nil	Nil	

For further details, see "Outstanding Litigation and Material Developments" on page 261 of the RHP.

- A. Brief details of top 5 material outstanding litigations against the company and amount involved NIL
- **B.** Regulatory Action, if any disciplinary action taken by SEBI or stock exchanges against the Promoters in last 5 financial years including outstanding action, if any (200 300-word limit in total) **NIL**
- C. Brief details of outstanding criminal proceedings against Promoters (200-300-word limit in total) NIL

ANY OTHER IMPORTANT INFORMATION AS PER BRLM / ISSUER COMPANY - NIL

DECLARATION BY THE COMPANY

I hereby certify and declare that all relevant provisions of the Companies Act, 2013 and the rules, regulations and guidelines issued by the Government of India, and the regulations or guidelines issued by 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 Red Herring Prospectus is contrary to the provisions of the Companies Act, 2013, the Securities Contracts (Regulation) Act, 1956, and the Securities and Exchange Board of India Act, 1992, each as amended or the rules, regulations or guidelines issued thereunder, as the case may be. I further certify that all the disclosures and statements made in this Red Herring Prospectus are true and correct.

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