

Date: February 5, 2025

To,

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

**Sub:** First addendum to the placement memorandum dated August 17, 2022

ISIN	Description of securities
INE0L6807039	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR C BR NCD 03SP25 FVRS10LAC

Dear Sir / Ma'am,

1. This is to inform that in compliance with Securities and Exchange Board of India notification no. SEBI/LAD-NRO/GN/2024/190, effective from July 10, 2024, titled as "*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*", the record date clause of the Placement Memorandum dated August 17, 2022 ("**Placement Memorandum**"), for the issuance of rated, secured, listed transferable, redeemable, principal protected, market linked, non-convertible debentures bearing ISIN INE0L6807039 stands amended.
2. The first addendum to the Placement Memorandum has been enclosed. All the other contents of the Placement Memorandum submitted by the company, save and except amended by this first addendum, shall remain unchanged.
3. This intimation is also being uploaded on the website of the company, at <https://www.fin.alt-alpha.com>.
4. This is for your kind information and records.

Thanking you,

Yours Faithfully,

For **Alpha Alternatives Financial Services Private Limited** (formerly known as *Provincial Financial and Leasing Co. Private Limited*),

**SHREYANS** Digitally signed by  
SHREYANS H MEHTA  
**H MEHTA** Date: 2025.02.05  
18:56:18 +05'30'

**Name:** Shreyans Mehta  
**Designation:** Director  
**DIN:** 06756771

Encl: Addendum to the Placement Memorandum dated August 17, 2022

Alpha Alternatives Financial Services Private Limited  
(Formerly known as Provincial Finance and Leasing Co Private Limited)  
(CIN: U65923MH1993PTC075162)  
[www.fin.alt-alpha.com](http://www.fin.alt-alpha.com)

A: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai 400 013  
B: +91-22-6145-8900 | E: [info@alt-alpha.com](mailto:info@alt-alpha.com)



**ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED  
(FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED)**

A Private Limited Company incorporated in Mumbai, Maharashtra on November 11, 1993 under the provisions of the Companies Act, 1956 and validly existing under the provisions of the Companies Act, 2013, and registered as a Non-Banking Financial Company with registration number 13.00609 within the meaning of the Reserve Bank of India Act, 1934 (2 of 1934).

CIN: U65923MH1993PTC075162 Permanent Account No.: AAACP4760H Website:

<https://www.fin.alt-alpha.com/> Identification No. issued by the RBI: 13.00609

Registered Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai - 400013

Corporate Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai – 400013

Tel.: 022-6145-8900

Email: [compliance@alt-alpha.com](mailto:compliance@alt-alpha.com)

**FIRST ADDENDUM TO THE PLACEMENT MEMORANDUM DATED AUGUST 17, 2022**

**THIS DOCUMENT IS A FIRST ADDENDUM TO, AND SHOULD BE READ IN CONJUNCTION WITH THE PLACEMENT MEMORANDUM DATED AUGUST 17, 2022 (“PLACEMENT MEMORANDUM”), (“FIRST ADDENDUM TO PLACEMENT MEMORANDUM” OR “FIRST ADDENDUM”) ISSUED BY ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED (FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED), THE ISSUER OF RATED, SECURED, LISTED, PRINCIPAL PROTECTED, MARKET-LINKED DEBENTURES WITH A FACE VALUE OF INR 10,00,000 (RUPEES TEN LAKH) EACH, AGGREGATING UP TO INR 600,00,00,000 (RUPEES SIX HUNDRED CRORE ONLY) AT PREMIUM OF INR 1,80,000 (RUPEES ONE LAKH EIGHTY THOUSAND ONLY) PER DEBENTURE, FOR CASH ON A PRIVATE PLACEMENT BASIS.**

1. The Securities and Exchange Board of India vide its notification no. SEBI/LAD-NRO/GN/2024/190, dated July 08, 2024 and with effect from July 10, 2024, titled “*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*” (“**Amendment**”) had inserted the following in Regulation 23, after sub-regulation (6) in the Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021:

“(7) (a) *The issuer shall fix a record date for the purposes of payment of interest, dividend and payment of redemption or repayment amount or for such other purposes as specified by the Board.*

(b) *Such record date shall be fixed at fifteen days prior to the due date of payment interest or dividend, repayment of principal or any other corporate actions.”*

2. Further, the NSE, vide its circular bearing reference no. NSE/CML/2024/37, dated September 10, 2024 (“**Circular**”), clarified that:

“*All entities having their Non-Convertible Securities listed with Exchange are required to fix a record date in compliance with the abovementioned amendment. Listed entities are further required to make necessary changes in listing documents/disclosures submitted with exchange (if required).*”

*All entities having their Non-Convertible Securities listed with Exchange and or to be listed with Exchange are requested to take note of the provisions of this amendment and ensure compliance with the same in a timely manner.”*

3. In accordance with the above Amendment, read with the Circular, the entry mentioned in the “*Issue related terms*” under Section II titled “*Definitions and Abbreviations*” under the head “Record Date”, on page 13 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

4. Further, Paragraph 41 titled “*Record Date*” under Section VII titled “*Issue Related Information*” on Page 73 of the Placement Memorandum, shall stand replaced with the following:

*“The Record Date for payment of repayment of principal shall be the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.*

*Redemption shall be made to the person whose name appears as sole / first in the register of Debenture holders/ beneficiaries on the Record Date. In the event of the Company not receiving any notice of transfer before the Record Date the transferees for the Debentures shall not have any claim against the Company in respect of payment made to the registered Debenture holders.”*

5. Further, the entry mentioned under “*Annexure A – Term Sheet*” titled under the head “Record Date”, on page 95 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling within 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

6. This First Addendum shall form an integral part of the Placement Memorandum and shall be read in conjunction with the Placement Memorandum. Apart from the paragraphs replaced above, the Placement Memorandum remains unchanged.
7. The capitalized terms used in this First Addendum, unless otherwise defined or amended herein shall have the same meaning as set out in the Placement Memorandum.
8. Accordingly, all concerned investors, stock exchange, depositories, registrar and transfer agent, arranger, other authorities, regulators and all other concerned persons are requested to take note of the above amendments.

Date: February 5, 2025

To,

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

**Sub:** First addendum to the placement memorandum dated May 8, 2023

ISIN	Description of securities
INE0L6807070	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR CAR B BR NCD 24MY26 FVRS1LAC

Dear Sir / Ma'am,

1. This is to inform that in compliance with Securities and Exchange Board of India notification no. SEBI/LAD-NRO/GN/2024/190, effective from July 10, 2024, titled as "*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*", the record date clause of the Placement Memorandum dated May 8, 2023 ("**Placement Memorandum**"), for the issuance of rated, secured, listed transferable, redeemable, principal protected, market linked, non-convertible debentures bearing ISIN INE0L6807070 stands amended.
2. The first addendum to the Placement Memorandum has been enclosed. All the other contents of the Placement Memorandum submitted by the company, save and except amended by this first addendum, shall remain unchanged.
3. This intimation is also being uploaded on the website of the company, at <https://www.fin.alt-alpha.com>.
4. This is for your kind information and records.

Thanking you,

Yours Faithfully,

For **Alpha Alternatives Financial Services Private Limited** (formerly known as *Provincial Financial and Leasing Co. Private Limited*),

**SHREYANS** Digitally signed by  
SHREYANS H MEHTA  
**H MEHTA** Date: 2025.02.05  
17:33:15 +05'30'

**Name:** Shreyans Mehta  
**Designation:** Director  
**DIN:** 06756771

Encl: Addendum to the Placement Memorandum dated May 8, 2023

Alpha Alternatives Financial Services Private Limited  
(Formerly known as Provincial Finance and Leasing Co Private Limited)  
(CIN: U65923MH1993PTC075162)  
[www.fin.alt-alpha.com](http://www.fin.alt-alpha.com)

A: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai 400 013  
B: +91-22-6145-8900 | E: [info@alt-alpha.com](mailto:info@alt-alpha.com)



**ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED  
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A Private Limited Company incorporated in Mumbai, Maharashtra on November 11, 1993 under the provisions of the Companies Act, 1956 and validly existing under the provisions of the Companies Act, 2013, and registered as a Non-Banking Financial Company with registration number 13.00609 within the meaning of the Reserve Bank of India Act, 1934 (2 of 1934).

CIN: U65923MH1993PTC075162 Permanent Account No.: AAACP4760H Website:

<https://www.fin.alt-alpha.com/> Identification No. issued by the RBI: 13.00609

Registered Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai - 400013

Corporate Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai – 400013

Tel.: 022-6145-8900

Email: [compliance@alt-alpha.com](mailto:compliance@alt-alpha.com)

**FIRST ADDENDUM TO THE PLACEMENT MEMORANDUM DATED MAY 8, 2023**

**THIS DOCUMENT IS A FIRST ADDENDUM TO, AND SHOULD BE READ IN CONJUNCTION WITH THE PLACEMENT MEMORANDUM DATED MAY 8, 2023 (“PLACEMENT MEMORANDUM”), (“FIRST ADDENDUM TO PLACEMENT MEMORANDUM” OR “FIRST ADDENDUM”) ISSUED BY ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED (FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED), THE ISSUER OF RATED, SECURED, LISTED, PRINCIPAL PROTECTED, MARKET-LINKED DEBENTURES WITH A FACE VALUE OF INR 1,00,000 (RUPEES ONE LAKH) EACH, AGGREGATING UP TO INR 300,00,00,000 (RUPEES THREE HUNDRED CRORE ONLY) AT PREMIUM OF INR 18,000 (RUPEES EIGHTEEN THOUSAND ONLY) PER DEBENTURE, FOR CASH ON A PRIVATE PLACEMENT BASIS.**

1. The Securities and Exchange Board of India vide its notification no. SEBI/LAD-NRO/GN/2024/190, dated July 08, 2024 and with effect from July 10, 2024, titled “*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*” (“**Amendment**”) had inserted the following in Regulation 23, after sub-regulation (6) in the Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021:

“(7) (a) *The issuer shall fix a record date for the purposes of payment of interest, dividend and payment of redemption or repayment amount or for such other purposes as specified by the Board.*

(b) *Such record date shall be fixed at fifteen days prior to the due date of payment interest or dividend, repayment of principal or any other corporate actions.”*

2. Further, the NSE, vide its circular bearing reference no. NSE/CML/2024/37, dated September 10, 2024 (“**Circular**”), clarified that:

*“All entities having their Non-Convertible Securities listed with Exchange are required to fix a record date in compliance with the abovementioned amendment. Listed entities are further required to make necessary changes in listing documents/disclosures submitted with exchange (if required).”*

*All entities having their Non-Convertible Securities listed with Exchange and or to be listed with Exchange are requested to take note of the provisions of this amendment and ensure compliance with the same in a timely manner.”*

3. In accordance with the above Amendment, read with the Circular, the entry mentioned in the “*Issue related terms*” under Section II titled “*Definitions and Abbreviations*” under the head “*Record Date*”, on page 13 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

4. Further, Paragraph 44 titled “*Record Date*” under Section VII titled “*Issue Related Information*” on Page 79 of the Placement Memorandum, shall stand replaced with the following:

*“The Record Date for payment of repayment of principal shall be the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.*

*Redemption shall be made to the person whose name appears as sole / first in the register of Debenture holders/ beneficiaries on the Record Date. In the event of the Company not receiving any notice of transfer before the Record Date the transferees for the Debentures shall not have any claim against the Company in respect of payment made to the registered Debenture holders.”*

5. Further, the entry mentioned under “*Annexure A –Term Sheet*” titled under the head “*Record Date*”, on page 101 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling within 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

6. This First Addendum shall form an integral part of the Placement Memorandum and shall be read in conjunction with the Placement Memorandum. Apart from the paragraphs replaced above, the Placement Memorandum remains unchanged.
7. The capitalized terms used in this First Addendum, unless otherwise defined or amended herein shall have the same meaning as set out in the Placement Memorandum.
8. Accordingly, all concerned investors, stock exchange, depositories, registrar and transfer agent, arranger, other authorities, regulators and all other concerned persons are requested to take note of the above amendments.

Date: February 5, 2025

To,

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

**Sub:** First addendum to the placement memorandum dated November 15, 2022

ISIN	Description of securities
INE0L6807054	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR D BR NCD 04DC25 FVRS10LAC

Dear Sir / Ma'am,

1. This is to inform that in compliance with Securities and Exchange Board of India notification no. SEBI/LAD-NRO/GN/2024/190, effective from July 10, 2024, titled as "*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*", the record date clause of the Placement Memorandum dated November 15, 2022 ("**Placement Memorandum**"), for the issuance of rated, secured, listed transferable, redeemable, principal protected, market linked, non-convertible debentures bearing ISIN INE0L6807054 stands amended.
2. The first addendum to the Placement Memorandum has been enclosed. All the other contents of the Placement Memorandum submitted by the company, save and except amended by this first addendum, shall remain unchanged.
3. This intimation is also being uploaded on the website of the company, at <https://www.fin.alt-alpha.com>.
4. This is for your kind information and records.

Thanking you,

Yours Faithfully,

For **Alpha Alternatives Financial Services Private Limited** (formerly known as *Provincial Financial and Leasing Co. Private Limited*),

**SHREYANS** Digitally signed by  
SHREYANS H MEHTA  
**H MEHTA** Date: 2025.02.05  
18:57:40 +05'30'

**Name:** Shreyans Mehta  
**Designation:** Director  
**DIN:** 06756771

Encl: Addendum to the Placement Memorandum dated November 15, 2022

Alpha Alternatives Financial Services Private Limited  
(Formerly known as Provincial Finance and Leasing Co Private Limited)  
(CIN: U65923MH1993PTC075162)  
[www.fin.alt-alpha.com](http://www.fin.alt-alpha.com)

A: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai 400 013  
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**ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED  
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A Private Limited Company incorporated in Mumbai, Maharashtra on November 11, 1993 under the provisions of the Companies Act, 1956 and validly existing under the provisions of the Companies Act, 2013, and registered as a Non-Banking Financial Company with registration number 13.00609 within the meaning of the Reserve Bank of India Act, 1934 (2 of 1934).

CIN: U65923MH1993PTC075162 Permanent Account No.: AAACP4760H Website:

<https://www.fin.alt-alpha.com/> Identification No. issued by the RBI: 13.00609

Registered Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai - 400013

Corporate Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai – 400013

Tel.: 022-6145-8900

Email: [compliance@alt-alpha.com](mailto:compliance@alt-alpha.com)

**FIRST ADDENDUM TO THE PLACEMENT MEMORANDUM DATED NOVEMBER 15, 2022**

**THIS DOCUMENT IS A FIRST ADDENDUM TO, AND SHOULD BE READ IN CONJUNCTION WITH THE PLACEMENT MEMORANDUM DATED NOVEMBER 15, 2022 (“PLACEMENT MEMORANDUM”), (“FIRST ADDENDUM TO PLACEMENT MEMORANDUM” OR “FIRST ADDENDUM”) ISSUED BY ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED (FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED), THE ISSUER OF RATED, SECURED, LISTED, PRINCIPAL PROTECTED, MARKET-LINKED DEBENTURES WITH A FACE VALUE OF INR 10,00,000 (RUPEES TEN LAKH) EACH, AGGREGATING UP TO INR 500,00,00,000 (RUPEES FIVE HUNDRED CRORE ONLY) AT PREMIUM OF INR 1,80,000 (RUPEES ONE LAKH EIGHTY THOUSAND ONLY) PER DEBENTURE, FOR CASH ON A PRIVATE PLACEMENT BASIS.**

1. The Securities and Exchange Board of India vide its notification no. SEBI/LAD-NRO/GN/2024/190, dated July 08, 2024 and with effect from July 10, 2024, titled “*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*” (“**Amendment**”) had inserted the following in Regulation 23, after sub-regulation (6) in the Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021:

“(7) (a) *The issuer shall fix a record date for the purposes of payment of interest, dividend and payment of redemption or repayment amount or for such other purposes as specified by the Board.*

(b) *Such record date shall be fixed at fifteen days prior to the due date of payment interest or dividend, repayment of principal or any other corporate actions.”*

2. Further, the NSE, vide its circular bearing reference no. NSE/CML/2024/37, dated September 10, 2024 (“**Circular**”), clarified that:

*“All entities having their Non-Convertible Securities listed with Exchange are required to fix a record date in compliance with the abovementioned amendment. Listed entities are further required to make necessary changes in listing documents/disclosures submitted with exchange (if required).”*



*All entities having their Non-Convertible Securities listed with Exchange and or to be listed with Exchange are requested to take note of the provisions of this amendment and ensure compliance with the same in a timely manner.”*

3. In accordance with the above Amendment, read with the Circular, the entry mentioned in the “*Issue related terms*” under Section II titled “*Definitions and Abbreviations*” under the head “*Record Date*”, on page 13 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

4. Further, Paragraph 41 titled “*Record Date*” under Section VII titled “*Issue Related Information*” on Page 77 of the Placement Memorandum, shall stand replaced with the following:

*“The Record Date for payment of repayment of principal shall be the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.*

*Redemption shall be made to the person whose name appears as sole / first in the register of Debenture holders/ beneficiaries on the Record Date. In the event of the Company not receiving any notice of transfer before the Record Date the transferees for the Debentures shall not have any claim against the Company in respect of payment made to the registered Debenture holders.”*

5. Further, the entry mentioned under “*Annexure A –Term Sheet*” titled under the head “*Record Date*”, on page 98 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling within 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

6. This First Addendum shall form an integral part of the Placement Memorandum and shall be read in conjunction with the Placement Memorandum. Apart from the paragraphs replaced above, the Placement Memorandum remains unchanged.
7. The capitalized terms used in this First Addendum, unless otherwise defined or amended herein shall have the same meaning as set out in the Placement Memorandum.
8. Accordingly, all concerned investors, stock exchange, depositories, registrar and transfer agent, arranger, other authorities, regulators and all other concerned persons are requested to take note of the above amendments.

Date: February 5, 2025

To,

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

**Sub:** First addendum to the placement memorandum dated April 6, 2023

ISIN	Description of securities
INE0L6807062	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR E BR NCD 27AP26 FVRS1LAC

Dear Sir / Ma'am,

1. This is to inform that in compliance with Securities and Exchange Board of India notification no. SEBI/LAD-NRO/GN/2024/190, effective from July 10, 2024, titled as "*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*", the record date clause of the Placement Memorandum dated April 6, 2023 ("**Placement Memorandum**"), for the issuance of rated, secured, listed transferable, redeemable, principal protected, market linked, non-convertible debentures bearing ISIN INE0L6807062 stands amended.
2. The first addendum to the Placement Memorandum has been enclosed. All the other contents of the Placement Memorandum submitted by the company, save and except amended by this first addendum, shall remain unchanged.
3. This intimation is also being uploaded on the website of the company, at <https://www.fin.alt-alpha.com>.
4. This is for your kind information and records.

Thanking you,

Yours Faithfully,

For **Alpha Alternatives Financial Services Private Limited** (formerly known as *Provincial Financial and Leasing Co. Private Limited*),

**SHREYANS** Digitally signed by  
SHREYANS H MEHTA  
**H MEHTA** Date: 2025.02.05  
18:58:37 +05'30'

**Name:** Shreyans Mehta  
**Designation:** Director  
**DIN:** 06756771

Encl: Addendum to the Placement Memorandum dated April 6, 2023

Alpha Alternatives Financial Services Private Limited  
(Formerly known as Provincial Finance and Leasing Co Private Limited)  
(CIN: U65923MH1993PTC075162)  
[www.fin.alt-alpha.com](http://www.fin.alt-alpha.com)

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**ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED  
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A Private Limited Company incorporated in Mumbai, Maharashtra on November 11, 1993 under the provisions of the Companies Act, 1956 and validly existing under the provisions of the Companies Act, 2013, and registered as a Non-Banking Financial Company with registration number 13.00609 within the meaning of the Reserve Bank of India Act, 1934 (2 of 1934).

CIN: U65923MH1993PTC075162 Permanent Account No.: AAACP4760H Website:

<https://www.fin.alt-alpha.com/> Identification No. issued by the RBI: 13.00609

Registered Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai - 400013

Corporate Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai – 400013

Tel.: 022-6145-8900

Email: [compliance@alt-alpha.com](mailto:compliance@alt-alpha.com)

**FIRST ADDENDUM TO THE PLACEMENT MEMORANDUM DATED APRIL 6, 2023**

**THIS DOCUMENT IS A FIRST ADDENDUM TO, AND SHOULD BE READ IN CONJUNCTION WITH THE PLACEMENT MEMORANDUM DATED APRIL 6, 2023 (“PLACEMENT MEMORANDUM”), (“FIRST ADDENDUM TO PLACEMENT MEMORANDUM” OR “FIRST ADDENDUM”) ISSUED BY ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED (FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED), THE ISSUER OF RATED, SECURED, LISTED, PRINCIPAL PROTECTED, MARKET-LINKED DEBENTURES WITH A FACE VALUE OF INR 1,00,000 (RUPEES ONE LAKH) EACH, AGGREGATING UP TO INR 360,00,00,000 (RUPEES THREE HUNDRED AND SIXTY CRORE ONLY) AT PREMIUM OF INR 18,000 (RUPEES EIGHTEEN THOUSAND ONLY) PER DEBENTURE, FOR CASH ON A PRIVATE PLACEMENT BASIS.**

1. The Securities and Exchange Board of India vide its notification no. SEBI/LAD-NRO/GN/2024/190, dated July 08, 2024 and with effect from July 10, 2024, titled “*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*” (“**Amendment**”) had inserted the following in Regulation 23, after sub-regulation (6) in the Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021:

“(7) (a) *The issuer shall fix a record date for the purposes of payment of interest, dividend and payment of redemption or repayment amount or for such other purposes as specified by the Board.*

(b) *Such record date shall be fixed at fifteen days prior to the due date of payment interest or dividend, repayment of principal or any other corporate actions.”*

2. Further, the NSE, vide its circular bearing reference no. NSE/CML/2024/37, dated September 10, 2024 (“**Circular**”), clarified that:

“*All entities having their Non-Convertible Securities listed with Exchange are required to fix a record date in compliance with the abovementioned amendment. Listed entities are further required to make necessary changes in listing documents/disclosures submitted with exchange (if required).*”

*All entities having their Non-Convertible Securities listed with Exchange and or to be listed with Exchange are requested to take note of the provisions of this amendment and ensure compliance with the same in a timely manner.”*

3. In accordance with the above Amendment, read with the Circular, the entry mentioned in the “*Issue related terms*” under Section II titled “*Definitions and Abbreviations*” under the head “*Record Date*”, on page 13 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

4. Further, Paragraph 43 titled “*Record Date*” under Section VII titled “*Issue Related Information*” on Page 77 of the Placement Memorandum, shall stand replaced with the following:

*“The Record Date for payment of repayment of principal shall be the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.*

*Redemption shall be made to the person whose name appears as sole / first in the register of Debenture holders/ beneficiaries on the Record Date. In the event of the Company not receiving any notice of transfer before the Record Date the transferees for the Debentures shall not have any claim against the Company in respect of payment made to the registered Debenture holders.”*

5. Further, the entry mentioned under “*Annexure A – Term Sheet*” titled under the head “*Record Date*”, on page 99 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling within 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
----------------------	---

”

6. This First Addendum shall form an integral part of the Placement Memorandum and shall be read in conjunction with the Placement Memorandum. Apart from the paragraphs replaced above, the Placement Memorandum remains unchanged.
7. The capitalized terms used in this First Addendum, unless otherwise defined or amended herein shall have the same meaning as set out in the Placement Memorandum.
8. Accordingly, all concerned investors, stock exchange, depositories, registrar and transfer agent, arranger, other authorities, regulators and all other concerned persons are requested to take note of the above amendments.

Date: February 5, 2025

To,

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

**Sub:** First addendum to the placement memorandum dated May 30, 2023

ISIN	Description of securities
INE0L6807088	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR F BR NCD 17JU26 FVRS1LAC

Dear Sir / Ma'am,

1. This is to inform that in compliance with Securities and Exchange Board of India notification no. SEBI/LAD-NRO/GN/2024/190, effective from July 10, 2024, titled as "*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*", the record date clause of the Placement Memorandum dated May 30, 2023 ("**Placement Memorandum**"), for the issuance of rated, secured, listed transferable, redeemable, principal protected, market linked, non-convertible debentures bearing ISIN INE0L6807088 stands amended.
2. The first addendum to the Placement Memorandum has been enclosed. All the other contents of the Placement Memorandum submitted by the company, save and except amended by this first addendum, shall remain unchanged.
3. This intimation is also being uploaded on the website of the company, at <https://www.fin.alt-alpha.com>.
4. This is for your kind information and records.

Thanking you,

Yours Faithfully,

For **Alpha Alternatives Financial Services Private Limited** (formerly known as *Provincial Financial and Leasing Co. Private Limited*),

**SHREYANS** Digitally signed by  
SHREYANS H MEHTA  
**H MEHTA** Date: 2025.02.05  
18:59:24 +05'30'

**Name:** Shreyans Mehta  
**Designation:** Director  
**DIN:** 06756771

Encl: Addendum to the Placement Memorandum dated May 30, 2023

Alpha Alternatives Financial Services Private Limited  
(Formerly known as Provincial Finance and Leasing Co Private Limited)  
(CIN: U65923MH1993PTC075162)  
[www.fin.alt-alpha.com](http://www.fin.alt-alpha.com)

A: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai 400 013  
B: +91-22-6145-8900 | E: [info@alt-alpha.com](mailto:info@alt-alpha.com)



**ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED  
(FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED)**

A Private Limited Company incorporated in Mumbai, Maharashtra on November 11, 1993 under the provisions of the Companies Act, 1956 and validly existing under the provisions of the Companies Act, 2013, and registered as a Non-Banking Financial Company with registration number 13.00609 within the meaning of the Reserve Bank of India Act, 1934 (2 of 1934).

CIN: U65923MH1993PTC075162 Permanent Account No.: AAACP4760H Website:

<https://www.fin.alt-alpha.com/> Identification No. issued by the RBI: 13.00609

Registered Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai - 400013

Corporate Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai – 400013

Tel.: 022-6145-8900

Email: [compliance@alt-alpha.com](mailto:compliance@alt-alpha.com)

**FIRST ADDENDUM TO THE PLACEMENT MEMORANDUM DATED MAY 30, 2023**

**THIS DOCUMENT IS A FIRST ADDENDUM TO, AND SHOULD BE READ IN CONJUNCTION WITH THE PLACEMENT MEMORANDUM DATED MAY 30, 2023 (“PLACEMENT MEMORANDUM”), (“FIRST ADDENDUM TO PLACEMENT MEMORANDUM” OR “FIRST ADDENDUM”) ISSUED BY ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED (FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED), THE ISSUER OF RATED, SECURED, LISTED, PRINCIPAL PROTECTED, MARKET-LINKED DEBENTURES WITH A FACE VALUE OF INR 1,00,000 (RUPEES ONE LAKH) EACH, AGGREGATING UP TO INR 300,00,00,000 (RUPEES THREE HUNDRED CRORE ONLY) AT PREMIUM OF INR 18,000 (RUPEES EIGHTEEN THOUSAND ONLY) PER DEBENTURE, FOR CASH ON A PRIVATE PLACEMENT BASIS.**

1. The Securities and Exchange Board of India vide its notification no. SEBI/LAD-NRO/GN/2024/190, dated July 08, 2024 and with effect from July 10, 2024, titled “*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*” (“**Amendment**”) had inserted the following in Regulation 23, after sub-regulation (6) in the Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021:

“(7) (a) *The issuer shall fix a record date for the purposes of payment of interest, dividend and payment of redemption or repayment amount or for such other purposes as specified by the Board.*

(b) *Such record date shall be fixed at fifteen days prior to the due date of payment interest or dividend, repayment of principal or any other corporate actions.”*

2. Further, the NSE, vide its circular bearing reference no. NSE/CML/2024/37, dated September 10, 2024 (“**Circular**”), clarified that:

“*All entities having their Non-Convertible Securities listed with Exchange are required to fix a record date in compliance with the abovementioned amendment. Listed entities are further required to make necessary changes in listing documents/disclosures submitted with exchange (if required).*”

*All entities having their Non-Convertible Securities listed with Exchange and or to be listed with Exchange are requested to take note of the provisions of this amendment and ensure compliance with the same in a timely manner.”*

3. In accordance with the above Amendment, read with the Circular, the entry mentioned in the “*Issue related terms*” under Section II titled “*Definitions and Abbreviations*” under the head “*Record Date*”, on page 13 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

4. Further, Paragraph 44 titled “*Record Date*” under Section VII titled “*Issue Related Information*” on Page 76 of the Placement Memorandum, shall stand replaced with the following:

*“The Record Date for payment of repayment of principal shall be the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.*

*Redemption shall be made to the person whose name appears as sole / first in the register of Debenture holders/ beneficiaries on the Record Date. In the event of the Company not receiving any notice of transfer before the Record Date the transferees for the Debentures shall not have any claim against the Company in respect of payment made to the registered Debenture holders.”*

5. Further, the entry mentioned under “*Annexure A –Term Sheet*” titled under the head “*Record Date*”, on page 99 of the Placement Memorandum, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling within 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
----------------------	---

”

6. This First Addendum shall form an integral part of the Placement Memorandum and shall be read in conjunction with the Placement Memorandum. Apart from the paragraphs replaced above, the Placement Memorandum remains unchanged.
7. The capitalized terms used in this First Addendum, unless otherwise defined or amended herein shall have the same meaning as set out in the Placement Memorandum.
8. Accordingly, all concerned investors, stock exchange, depositories, registrar and transfer agent, arranger, other authorities, regulators and all other concerned persons are requested to take note of the above amendments.

Date: February 5, 2025

To,

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

**Sub:** First addendum to the key information document dated October 18, 2023

ISIN	Description of securities
INE0L6807096	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR G BR NCD 04NV26 FVRS1LAC

Dear Sir / Ma'am,

1. This is to inform that in compliance with Securities and Exchange Board of India notification no. SEBI/LAD-NRO/GN/2024/190, effective from July 10, 2024, titled as "*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*", the record date clause of the Key Information Document dated October 18, 2023 ("**Key Information Document**"), for the issuance of rated, secured, listed transferable, redeemable, principal protected, market linked, non-convertible debentures bearing ISIN INE0L6807096 stands amended.
2. The first addendum to the Key Information Document has been enclosed. All the other contents of the Key Information Document submitted by the company, save and except amended by this first addendum, shall remain unchanged.
3. This intimation is also being uploaded on the website of the company, at <https://www.fin.alt-alpha.com>.
4. This is for your kind information and records.

Thanking you,

Yours Faithfully,

For **Alpha Alternatives Financial Services Private Limited** (formerly known as *Provincial Financial and Leasing Co. Private Limited*),

**SHREYANS** Digitally signed by  
SHREYANS H MEHTA  
**H MEHTA** Date: 2025.02.05  
17:31:37 +05'30'

**Name:** Shreyans Mehta

**Designation:** Director

**DIN:** 06756771

Encl: Addendum to the Key Information Document dated October 18, 2023

Alpha Alternatives Financial Services Private Limited  
(Formerly known as Provincial Finance and Leasing Co Private Limited)  
(CIN: U65923MH1993PTC075162)  
[www.fin.alt-alpha.com](http://www.fin.alt-alpha.com)

A: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai 400 013  
B: +91-22-6145-8900 | E: [info@alt-alpha.com](mailto:info@alt-alpha.com)





**ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED  
(FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED)**

A Private Limited Company incorporated in Mumbai, Maharashtra on November 11, 1993 under the provisions of the Companies Act, 1956 and validly existing under the provisions of the Companies Act, 2013, and registered as a Non-Banking Financial Company with registration number 13.00609 within the meaning of the Reserve Bank of India Act, 1934 (2 of 1934).

CIN: U65923MH1993PTC075162 Permanent Account No.: AAACP4760H Website:

<https://www.fin.alt-alpha.com/> Identification No. issued by the RBI: 13.00609

Registered Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai - 400013

Corporate Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai – 400013

Tel.: 022-6145-8900

Email: [compliance@alt-alpha.com](mailto:compliance@alt-alpha.com)

**FIRST ADDENDUM TO THE KEY INFORMATION DOCUMENT DATED OCTOBER 18, 2023**

**THIS DOCUMENT IS A FIRST ADDENDUM TO, AND SHOULD BE READ IN CONJUNCTION WITH THE KEY INFORMATION DOCUMENT DATED OCTOBER 18, 2023 (“KEY INFORMATION DOCUMENT”), (“FIRST ADDENDUM TO KEY INFORMATION DOCUMENT” OR “FIRST ADDENDUM”) ISSUED BY ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED (FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED), THE ISSUER OF RATED, SECURED, LISTED, PRINCIPAL PROTECTED, MARKET-LINKED DEBENTURES WITH A FACE VALUE OF INR 1,00,000 (RUPEES ONE LAKH) EACH, AGGREGATING UP TO INR 450,00,00,000 (RUPEES FOUR HUNDRED AND FIFTY CRORE ONLY) AT PREMIUM OF INR 18,000 (RUPEES EIGHTEEN THOUSAND ONLY) PER DEBENTURE, FOR CASH ON A PRIVATE PLACEMENT BASIS.**

1. The Securities and Exchange Board of India vide its notification no. SEBI/LAD-NRO/GN/2024/190, dated July 08, 2024 and with effect from July 10, 2024, titled “*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*” (“**Amendment**”) had inserted the following in Regulation 23, after sub-regulation (6) in the Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021:

“(7) (a) *The issuer shall fix a record date for the purposes of payment of interest, dividend and payment of redemption or repayment amount or for such other purposes as specified by the Board.*

(b) *Such record date shall be fixed at fifteen days prior to the due date of payment interest or dividend, repayment of principal or any other corporate actions.”*

2. Further, the NSE, vide its circular bearing reference no. NSE/CML/2024/37, dated September 10, 2024 (“**Circular**”), clarified that:

*“All entities having their Non-Convertible Securities listed with Exchange are required to fix a record date in compliance with the abovementioned amendment. Listed entities are further required to make necessary changes in listing documents/disclosures submitted with exchange (if required).”*

*All entities having their Non-Convertible Securities listed with Exchange and or to be listed with Exchange are requested to take note of the provisions of this amendment and ensure compliance with the same in a timely manner.”*

3. In accordance with the above Amendment, read with the Circular, the entry mentioned in the “*Issue Related Terms*” under Section II titled “*Definitions and Abbreviations*” under the head “*Record Date*”, on page 8 of the Key Information Document, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
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”

4. Further, Paragraph 44 titled “*Record Date*” under Section V titled “*Details of the Issue*” on Page 37 of the Key Information Document, shall stand replaced with the following:

*“The Record Date for payment of repayment of principal shall be the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.*

*Redemption shall be made to the person whose name appears as sole / first in the register of Debenture holders/ beneficiaries on the Record Date. In the event of the Company not receiving any notice of transfer before the Record Date the transferees for the Debentures shall not have any claim against the Company in respect of payment made to the registered Debenture holders.”*

5. Further, the entry mentioned under “*Annexure A – Term Sheet*” titled under the head “*Record Date*”, on page 65 of the Key Information Document, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling within 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
----------------------	---

”

6. This First Addendum shall form an integral part of the Key Information Document and shall be read in conjunction with the Key Information Document. Apart from the paragraphs replaced above, the Key Information Document remains unchanged.
7. The capitalized terms used in this First Addendum, unless otherwise defined or amended herein shall have the same meaning as set out in the Key Information Document.
8. Accordingly, all concerned investors, stock exchange, depositories, registrar and transfer agent, arranger, other authorities, regulators and all other concerned persons are requested to take note of the above amendments.

Date: February 5, 2025

To,

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

**Sub:** First addendum to the key information document dated November 29, 2023.

ISIN	Description of securities
INE0L6807112	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR H BR NCD 20AP27 FVRS1LAC

Dear Sir / Ma'am,

1. This is to inform that in compliance with Securities and Exchange Board of India notification no. SEBI/LAD-NRO/GN/2024/190, effective from July 10, 2024, titled as "*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*", the record date clause of the Key Information Document dated November 29, 2023 ("**Key Information Document**"), for the issuance of rated, secured, listed transferable, redeemable, principal protected, market linked, non-convertible debentures bearing ISIN INE0L6807112 stands amended.
2. The first addendum to the Key Information Document has been enclosed. All the other contents of the Key Information Document submitted by the company, save and except amended by this first addendum, shall remain unchanged.
3. This intimation is also being uploaded on the website of the company, at <https://www.fin.alt-alpha.com>.
4. This is for your kind information and records.

Thanking you,

Yours Faithfully,

For **Alpha Alternatives Financial Services Private Limited** (formerly known as *Provincial Financial and Leasing Co. Private Limited*),

**SHREYANS** Digitally signed by  
SHREYANS H MEHTA  
**H MEHTA** Date: 2025.02.05  
17:32:14 +05'30'

**Name:** Shreyans Mehta  
**Designation:** Director  
**DIN:** 06756771

Encl: Addendum to the Key Information Document dated November 29, 2023

Alpha Alternatives Financial Services Private Limited  
(Formerly known as Provincial Finance and Leasing Co Private Limited)  
(CIN: U65923MH1993PTC075162)  
[www.fin.alt-alpha.com](http://www.fin.alt-alpha.com)

A: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai 400 013  
B: +91-22-6145-8900 | E: [info@alt-alpha.com](mailto:info@alt-alpha.com)



**ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED  
(FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED)**

A Private Limited Company incorporated in Mumbai, Maharashtra on November 11, 1993 under the provisions of the Companies Act, 1956 and validly existing under the provisions of the Companies Act, 2013, and registered as a Non-Banking Financial Company with registration number 13.00609 within the meaning of the Reserve Bank of India Act, 1934 (2 of 1934).

CIN: U65923MH1993PTC075162 Permanent Account No.: AAACP4760H Website:

<https://www.fin.alt-alpha.com/> Identification No. issued by the RBI: 13.00609

Registered Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai - 400013

Corporate Office: 34th Floor, Sunshine Tower, Senapati Bapat Marg, Dadar West, Mumbai – 400013

Tel.: 022-6145-8900

Email: [compliance@alt-alpha.com](mailto:compliance@alt-alpha.com)

**FIRST ADDENDUM TO THE KEY INFORMATION DOCUMENT DATED NOVEMBER 29, 2023**

**THIS DOCUMENT IS A FIRST ADDENDUM TO, AND SHOULD BE READ IN CONJUNCTION WITH THE KEY INFORMATION DOCUMENT DATED NOVEMBER 29, 2023 (“KEY INFORMATION DOCUMENT”), (“FIRST ADDENDUM TO KEY INFORMATION DOCUMENT” OR “FIRST ADDENDUM”) ISSUED BY ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED (FORMERLY KNOWN AS PROVINCIAL FINANCE AND LEASING CO PRIVATE LIMITED), THE ISSUER OF RATED, SECURED, LISTED, PRINCIPAL PROTECTED, MARKET-LINKED DEBENTURES WITH A FACE VALUE OF INR 1,00,000 (RUPEES ONE LAKH) EACH, AGGREGATING UP TO INR 200,00,00,000 (RUPEES TWO HUNDRED CRORE ONLY) AT PREMIUM OF INR 18,000 (RUPEES EIGHTEEN THOUSAND ONLY) PER DEBENTURE, FOR CASH ON A PRIVATE PLACEMENT BASIS.**

1. The Securities and Exchange Board of India vide its notification no. SEBI/LAD-NRO/GN/2024/190, dated July 08, 2024 and with effect from July 10, 2024, titled “*Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) (Amendment) Regulations, 2024*” (“**Amendment**”) had inserted the following in Regulation 23, after sub-regulation (6) in the Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021:

“(7) (a) *The issuer shall fix a record date for the purposes of payment of interest, dividend and payment of redemption or repayment amount or for such other purposes as specified by the Board.*

(b) *Such record date shall be fixed at fifteen days prior to the due date of payment interest or dividend, repayment of principal or any other corporate actions.”*

2. Further, the NSE, vide its circular bearing reference no. NSE/CML/2024/37, dated September 10, 2024 (“**Circular**”), clarified that:

“*All entities having their Non-Convertible Securities listed with Exchange are required to fix a record date in compliance with the abovementioned amendment. Listed entities are further required to make necessary changes in listing documents/disclosures submitted with exchange (if required).*”

*All entities having their Non-Convertible Securities listed with Exchange and or to be listed with Exchange are requested to take note of the provisions of this amendment and ensure compliance with the same in a timely manner.”*

3. In accordance with the above Amendment, read with the Circular, the entry mentioned in the “*Issue Related Terms*” under Section II titled “*Definitions and Abbreviations*” under the head “Record Date”, on page 8 of the Key Information Document, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
----------------------	---

”

4. Further, Paragraph 44 titled “*Record Date*” under Section V titled “*Details of the Issue*” on Page 37 of the Key Information Document, shall stand replaced with the following:

*“The Record Date for payment of repayment of principal shall be the day falling at 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.*

*Redemption shall be made to the person whose name appears as sole / first in the register of Debenture holders/ beneficiaries on the Record Date. In the event of the Company not receiving any notice of transfer before the Record Date the transferees for the Debentures shall not have any claim against the Company in respect of payment made to the registered Debenture holders.”*

5. Further, the entry mentioned under “*Annexure A – Term Sheet*” titled under the head “Record Date”, on page 65 of the Key Information Document, shall stand replaced with the following:

“

<i>“Record Date”</i>	<i>Means in relation to any Due Date on which any payments are scheduled to be made by the Company to the Debenture Holders, the day falling within 15 (fifteen) calendar days prior to the relevant Due Date as identified by the Company from time to time.</i>
----------------------	---

”

6. This First Addendum shall form an integral part of the Key Information Document and shall be read in conjunction with the Key Information Document. Apart from the paragraphs replaced above, the Key Information Document remains unchanged.
7. The capitalized terms used in this First Addendum, unless otherwise defined or amended herein shall have the same meaning as set out in the Key Information Document.
8. Accordingly, all concerned investors, stock exchange, depositories, registrar and transfer agent, arranger, other authorities, regulators and all other concerned persons are requested to take note of the above amendments.