



NewLight[®]
Apparels Limited

Regd. Office :
GC-29, Basement, Shivaji Enclave
Raja Garden, New Delhi-110027
CIN No. L74899DL1995PLC064005
Email : newlight.apparels@gmail.com

Date: 26.12.2024

To,
The Stakeholders,
New Light Apparels Limited
Gc-29, Basement, Shivaji Enclave, Raja Garden,
New Delhi, NEW DELHI, Delhi, India, 110027

Subject: Clarification with respect to the various stock recommendation which has been circulated in the social media platform YouTube

Dear Stakeholders,

With respect to the captioned subject, we hereby inform you that the company came to know about the various stock recommendation which has been circulated in the social media platform YouTube via e-mail received from the stock Exchange on 20th December, 2024, in which various claims regarding the Company was made. These Claims are as follows:

- Company has received Order of Rs. 600 crores from Ministry of Education for school uniform production.
- Company has also received Order of Rs 250 crores from European Brand Organic basics.
- Company has reported 60 crore sales in 2nd Quarter of 2024 as compared to 12 crores from the same quarter in the previous year.
- Company reported total revenue of Rs. 210 crores for 2024 which is 135% higher as compared to previous year.
- Promoter holding is 70% and zero pledge.
- Company is debt free.

Video 1

Link - <https://youtu.be/oPW1hsvYyd4?si=75a7FE4NcGuzOiB6>

Channel name - Market Mentor

Followers - 1.08 lakh

Views - 91,476

Posted on - 17th December 2024

The above link is not accessible anymore and further company clarifies that any “**Stock recommendations, social media YouTube false videos mentioning any above information’s are baseless, incorrect, misleading, inaccurate and based on wrong doing**”.



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Further, "The Company, it's director, its promoter's and promoter group has directly/indirectly no connection with such stock recommendations, social media YouTube video or similar misleading information's and never posted or insisted or directed someone to post such matters in respect of the company. The given link video (which is now not opening) and all such social media contents is completely false and we have completely no idea about it".

Further the company has taken the below actions against the video circulation:

1. Replied to the Stock Exchange on 20th December, 2024. **Attached as Annexure-I**
2. Company has made the Corporate Announcement on the BSE on 20th December, 2024.- **Annexure-II**
3. Lodge the complain on Cyber cell dated 24th December, 2024 as directed by the Stock Exchange. - **Annexure-III**

We hereby request to all the stakeholders to acknowledge this communication of the company and don't fall under the trap of such fake videos unless the company makes any official statement over Stock Exchange.

Company will intimate to the Exchange all the events, information etc. that have a bearing on the operation/performance of the company which include all price sensitive information, etc. In addition, company will also furnish to the Exchanges on request, such information concerning the company as and when required.

Thanks

Your's Faithfully

**For & On Behalf of
New Light Apparels Limited**

**Sandeep Makkad
Managing Director
DIN: 01112423**



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Apparels Limited

Regd. Office :

GC-29, Basement, Shivaji Enclave
Raja Garden, New Delhi-110027

CIN No. L74899DL1995PLC064005

Email : newlight.apparels@gmail.com

To
Cyber cell
Delhi police
New delhi

Subject: Lodge complain in respect to the circulation of false some video regarding the company

Dear Sir,

I Sandeep Makkad, Managing Director of the New Light Apparels Limited on behalf of the company do hereby raises our complain regarding the circulation of some video over social media platform in which false claim regarding the company are made.

New Light Apparels Limited is a company incorporated under the Company Act, 1956 having registered office at Gc-29, Basement, Shivaji Enclave, Raja Garden, New Delhi, New Delhi, Delhi, India, 110027 and engaged in the business of Manufacturing and trading of garments, tailored made school uniforms and other apparels. Further, the company is listed on the BSE Limited (Stock Exchange) having Scrip code: 540243.

The Stock Exchange(Bombay Stock Exchange) informed the company via e-mail dated 20th December, 2024, and informed regarding the circulation of various stock recommendation in the social media platform youtube and shared with us link of a video and informed with the details: cop of Mail from BSE Enclosed.

Up on receipt of mail, we tried to view the said video. But it was not visible.

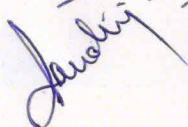
We also replied to the Honorable Exchange BSE for the same with our explanation on their various asking.

Our Reply to Exchange on Their mail Dated 20th December 2024 is Enclosed herewith.

Further, we hereby confirm that:

1. Our company has not received any order of any amount from the Ministry of Education for school uniform production. This information is incorrect and misleading.
2. we have not received any order of any amount from Organic Basics or any other European brand. This information is False
3. Regarding the financial results , our company has already disclosed its financial performance publicly, including the sales for the second quarter of 2024. Any other information is False and baseless.
4. The claim about the promoter holding being pledge is false This is again wrong information. company is debit free and promoter holding only 5.69% However, we would like to reiterate that such details have already been disclosed in our financial reports, which are available to the public

For NEW LIGHT APPARELS LTD.


Director

Further, the Stock exchange via E-mail dated 23rd December, 2024 instructed to the company for Lodging complaint against the originator of such videos by lodging a FIR with appropriate Law Enforcement Agencies viz. Police, Cyber Crime Cell, EOW, etc.

We hereby state that any Stock recommendations, social media youtube false videos mentioning any above informations are baseless, incorrect, misleading, inaccurate and based on wrong doing.

However, The Company, it's director, it's promoter has directly/indirectly no connection with such stock recommendations , social media youtube video or similar misleading informations and never posted or insisted or directed someone to post such matters in respect of the company. The given link video (which is now not opening) and all such social media contents is completely false and we have completely no idea about it. .

Further, we are hereby enclosed the documents are as follows:

E-mail received from Stock Exchange dated 20th December, 2024 as Annexure-I;

Reply of E-mail dated 20th December, 2024 along with the Corporate Announcement with the Stock Exchange as Annexure-II;

E-mail received form the Stock exchange dated 23rd December, 2024 as Annexure-III.

We hereby request you to kindly lodge our complaint against the unknown person who is circulating these false information and videos and take the necessary course of action and save the reputation of our company.

Your truly

For new light Apparels Ltd.
For **NEW LIGHT APPARELS LTD.**


Director
Director

Dated: 24-12-2024

enclosed: A/A



Newlight Apparels <newlight.apparels@gmail.com>

Clarification required w.r.t Regulation 30 of the SEBI (LODR) Regulations, 2015 - New Light Apparels Ltd (540243)

6 messages

Shriharsh Kapse <Shriharsh.Kapse@bseindia.com>

Fri, Dec 20, 2024 at 11:20 AM

To: "newlight.apparels@gmail.com" <newlight.apparels@gmail.com>

Cc: Umesh Hanjankar <umesh.hanjankar@bseindia.com>, Vandana Kumari <vandana.kumari@bseindia.com>, Paras Makani <paras.makani@bseindia.com>, Spandan Jayadevulu <Spandan.Jayadevulu@bseindia.com>

Dear Sir/Ma'am,

It has been noted that various stock recommendation of your company has been circulated in the social media platform Youtube. Claims made in the videos are as follows.

- Company has received Order of Rs. 600 crores from Ministry of Education for school uniform production.
- Company has also received Order of Rs 250 crores from European Brand Organic basics.
- Company has reported 60 crore sales in 2nd Quarter of 2024 as compared to 12 crores from the same quarter in the previous year.
- Company reported total revenue of Rs. 210 crores for 2024 which is 135% higher as compared to previous year.
- Promoter holding is 70% and zero pledge.
- Company is debt free.

Video 1

Link - <https://youtu.be/oPW1hsvYyd4?si=75a7FE4NcGuzOiB6>

Channel name – Market Mentor

Followers – 1.08 lakh

Views – 91,476

Posted on - 17th December 2024

In this regard, you are requested to offer your comments w.r.t. various information about company referred in the aforesaid recommendations and that are referred on other such links. Also, confirm whether, you have taken any action in this regard, in case you are not in agreement with the matter so circulated. If you have come to know about the same through this communication, please let us know your proposed action, in order to protect the interest of investors and shareholders.

Also, please note that as per Regulation 30 of the SEBI (LODR) Regulations, 2015 all listed companies are required to intimate to the Exchange all the events, information etc that have a bearing on the operation/performance of the company which include all price sensitive information, etc. In addition, all listed companies are also required to furnish to the Exchanges on request, such information concerning the company as may be reasonably required.

In view of the above and with a view to ensure that investors have latest relevant information about your company, you are requested to provide us with any information /announcement (including impending announcement) which in your opinion may have a bearing on the investment decision by the investors and shareholders of the company.

Thanks & regards,

Shriharsh Kapse

Investigation

BSE Limited,

P J Towers, Dalal Street, Mumbai -400001, India

Phone (Direct) : 022-22728347 Mobile : 8956777498

www.bseindia.com



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Newlight Apparels <newlight.apparels@gmail.com>
To: Sumit Bajaj <cssumitbajaj@gmail.com>

Fri, Dec 20, 2024 at 2:43 PM

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2 attachments



image001.png
14K



image001.png
14K

Newlight Apparels <newlight.apparels@gmail.com>
To: Shriharsh Kapse <Shriharsh.Kapse@bseindia.com>

Fri, Dec 20, 2024 at 5:13 PM

Cc: Umesh Hanjankar <umesh.hanjankar@bseindia.com>, Vandana Kumari <vandana.kumari@bseindia.com>, Paras Makani <paras.makani@bseindia.com>, Spandan Jayadevulu <Spandan.Jayadevulu@bseindia.com>

Subject: Response to Inquiry Regarding Social Media Video Claims

Dear Madam,

Thank you for your email regarding the stock recommendations and claims circulating on social media platforms, particularly the YouTube video linked in your message.

We have reviewed the provided link, and unfortunately, the video is not accessible at this time, as the link does not open and no content is available to view.

To clarify, our company has not received any orders from the Ministry of Education or any European brand such as Organic Basics, as mentioned in the video. Furthermore, any significant updates or developments related to our business, including orders or financial results, are disclosed in accordance with SEBI's regulations. Such information would be made available on our official website (<https://www.newlightapparels.com/>) and on the BSE portal, should we receive any such orders or announcements.

Please find enclosed herewith clarification letter for your reference.

Kindly acknowledge the same.

Regards

For and on behalf of

**New Light Apparels Limited
Compliance Team**

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Best Regards,
Sandeep G Makkad
New Light Apparels Ltd.
GC-29, Basement,
Shivaji Enclave, Raja Garden
New Delhi-110027 India

Tel: 00 91 11 45613885
Cell No. 00 91 9810192160

www.newlightapparels.com



Clarification letter_newlight_20-12-2024 (1).pdf
242K

Shriharsh Kapse <Shriharsh.Kapse@bseindia.com>
To: Newlight Apparels <newlight.apparels@gmail.com>

Mon, Dec 23, 2024 at 10:35 AM

Cc: Umesh Hanjankar <umesh.hanjankar@bseindia.com>, Vandana Kumari <vandana.kumari@bseindia.com>, Paras Makani <paras.makani@bseindia.com>, Spandan Jayadevulu <Spandan.Jayadevulu@bseindia.com>

Dear Sir/Madam,

This is with reference to the trail mail; we also suggest that you may further explore the following steps (if not done) including:

1. Lodging complaint against the originator of such videos by lodging a FIR with appropriate Law Enforcement Agencies viz. Police, Cyber Crime Cell, EOW, etc.
2. Post on Company website providing details of action taken by the company (including lodging of the complaint with the Law Enforcement Agencies) and also mentioning that company, its promoter, promoter group and directors are not involved in the activity of circulation of such videos containing stock tip or recommendation.

Please let us know the steps initiated by you w.r.t. the above (points 1 and 2) and provide us the relevant scanned copies.

This is for your information and doing the needful in the matter.

Thanks & regards,

Shriharsh Kapse

Investigation

BSE Limited,

P J Towers, Dalal Street, Mumbai -400001, India

Phone (Direct) : 022-22728347 Mobile : 8956777498

www.bseindia.com



From: Newlight Apparels <newlight.apparels@gmail.com>

Sent: 20 December 2024 17:13

To: Shriharsh Kapse <Shriharsh.Kapse@bseindia.com>

Cc: Umesh Hanjankar <umesh.hanjankar@bseindia.com>; Vandana Kumari <vandana.kumari@bseindia.com>; Paras Makani <paras.makani@bseindia.com>; Spandan Jayadevulu <Spandan.Jayadevulu@bseindia.com>

Subject: Re: Clarification required w.r.t Regulation 30 of the SEBI (LODR) Regulations, 2015 - New Light Apparels Ltd (540243)

**CAUTION*: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.*

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Newlight Apparels <newlight.apparels@gmail.com>
To: Sumit Bajaj <cssumitbajaj@gmail.com>

Mon, Dec 23, 2024 at 10:45 AM

----- Forwarded message -----

From: **Shriharsh Kapse** <Shriharsh.Kapse@bseindia.com>
Date: Mon, Dec 23, 2024 at 10:35 AM
Subject: RE: Clarification required w.r.t Regulation 30 of the SEBI (LODR) Regulations, 2015 - New Light Apparels Ltd (540243)
To: Newlight Apparels <newlight.apparels@gmail.com>
Cc: Umesh Hanjankar <umesh.hanjankar@bseindia.com>, Vandana Kumari <vandana.kumari@bseindia.com>, Paras Makani <paras.makani@bseindia.com>, Spandan Jayadevulu <Spandan.Jayadevulu@bseindia.com>

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Newlight Apparels <newlight.apparels@gmail.com>
To: Shriharsh Kapse <Shriharsh.Kapse@bseindia.com>

Mon, Dec 23, 2024 at 1:00 PM

Dear Sir,

This is in reference to the trailing e-mail, We acknowledge your email and further inform you that we have assigned this matter to our legal team and they have initiated their processing regarding the same as per the instructions given by the exchange and we will update to your good office regarding our action within two working days.

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[Quoted text hidden]



Date: 20-12-2024

To,
Shriharsh Kapse
Investigation
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400001

Subject: **Disclosure pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015: Clarification Regarding Stock Recommendations on Social Media Platform**

Reference: *Email Clarification required w.r.t Regulation 30 of the SEBI (LODR) Regulations, 2015 - New Light Apparels Ltd (540243) dated 20-12-2024*

Dear Stakeholders,

With reference to the email received from BSE dated 20-12-2024 regarding the stock recommendations of our company circulating on the YouTube channel "Market Mentor."

We would like to clarify the information mentioned in the videos as follows:

1. Our company has **not received any order** worth Rs. 600 crores from the Ministry of Education for school uniform production. This information is incorrect and misleading.
2. we have **not received any order** worth Rs. 250 crores from Organic Basics or any other European brand. This claim is not accurate.
3. Regarding the financial results mentioned in the video, our company has already disclosed its financial performance publicly, including the sales for the second quarter of 2024. "The sales figures for Q2 2024 have been reported at **Rs. 60 crores**, compared to **Rs. 12 crores** in Q2 of the previous year. Our total revenue for 2024 is **Rs. 210 crores**, which is an increase of approximately **135%** compared to the previous year." This is totally wrong data.
4. The claim about the promoter holding being **70% with zero pledge** and the company being **debt-free** is **accurate**. This is again wrong information company is debt free but promoter holding only 5.69%. However, we would like to reiterate that such details have already been disclosed in our financial reports, which are available to the public.

As per Regulation 30 of the SEBI (LODR) Regulations, 2015, we would like to assure you that our company is in full compliance with the regulatory requirements for timely disclosure of price-sensitive information. All relevant information regarding our financial performance and other significant events has been disclosed through the appropriate channels, including the Stock Exchanges.

We request that you please verify our publicly available financial data, which has been published regularly through official announcements on the BSE and other platforms.

We assure you that we are monitoring the situation and taking the necessary steps to protect the interests of our investors and shareholders.

Thank you for your attention to this matter.

For and on behalf of
New Light Apparels Limited

SANDEEP
MAKKAD

Digitally signed by
SANDEEP MAKKAD
Date: 2024.12.20
17:28:45 +05'30'

Sandeep Makkad
Managing Director
DIN: 01112423