

January 23, 2025

To,

1. Debenture Holder(s)
2. MITCON Credentia Trusteeship Services Limited
1402/1403 Dalamal Tower, Free Press Journal Marg, 211,
Nariman Point, Mumbai – 400021
Attn.: Yogesh Limbachiya

Ref.: Private Placement memorandum dated March 24, 2022 and May 24, 2022, of Alpha Alternatives Financial Services Private Limited (*formerly known as Provincial Finance and Leasing Co. Private Limited*) ("**Issuer**" or "**Company**") ("**Placement Memorandum**").

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

Sr. No.	ISIN	ISIN Description
1.	INE0L6807013	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR-A BR NCD 09AP25 FVRS10LAC
2.	INE0L6807021	ALPHA ALTERNATIVES FINANCIAL SERVICES PRIVATE LIMITED SR B BR NCD 11JU25 FVRS10LAC

Dear Sir/ Ma'am,

Pursuant to the provisions of Regulation 60 of the SEBI (LODR) Regulations and Regulation 15(6) of SEBI (ILNCS) Regulations, we hereby inform you that the Company has received a notice dated 16th January, 2025 from investor's, informing exercise of Put Option of Secured, Listed, Rated, Redeemable Principal Protected Market Linked Debentures issued on private placement basis ("**MLDs**") as per the terms and conditions of the issue stated in the Placement Memorandum

Further, pursuant to Regulation 60(2) of the SEBI (LODR) Regulations, we hereby inform you that the Company has fixed Record Date of 29th January, 2025 for the purpose of Redemption of the aforesaid MLDs pursuant to the exercise of the Put Option by the Debenture Holders.

Request you to kindly take the same on record.

Yours Faithfully,

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

Shreyans H. Mehta
Director
DIN: 06756771

