

PUBLIC NOTICE

SHUBHEKSHA ADVISORS PRIVATE LIMITED

5, Ground Floor, Imperial Arcade, Jaypee Wish Town,
Sector 128, Noida, Uttar Pradesh, India 201304

Notice under sub-section (2) of Section 15 of the Electricity Act, 2003

The person above-named, a company incorporated under the Companies Act, 2013 (the applicant) has made an application under sub-section (1) of Section 15 of the Electricity Act, 2003 for grant of Category V License for Inter State Trading in Electricity in geographical region of India before the Central Electricity Regulatory Commission, New Delhi. The necessary details in respect of the applicant are given hereunder:

(i) Share Capital

a)	Authorised Share Capital	INR 2,00,00,000/-
b)	Issued Shared Capital	INR 2,00,00,000/-
c)	Subscribed Share Capital	INR 2,00,00,000/-
d)	Paid Up Share Capital	INR 2,00,00,000/-

(ii) Shareholding Pattern (Details of Shareholders holding 5% or more)

Name of Shareholder	Citizenship	Residential Status	No. of Shares	Share Holding %age
Madhur Batra	Indian	Resident	14,45,000	72.25%
Niraj Kumar	Indian	Resident	5,55,000	27.75%

(iii) Financial and Technical Strength – SAPL has adequate resources to carry out the business of trading. Since its inception the turnover and net worth of the company has seen a YoY growth of 25% and 200 times respectively. SAPL has full time directors having expertise in Power Markets, Regulations, Commercials Contracts and Finance.

(iv) Management profile of the applicant including details of past experience of the applicant and/ or the persons on the management of the applicant in generation, transmission, distribution and trading of electricity or similar activity – Mr. Niraj Kumar, Director, SAPL has worked in domain of Regulatory Affairs, Policy Advocacy, Business Development Business Consulting, Strategy & Execution, Power Trading, Holistic Energy Solutions and Energy Derivatives Trading. He has rendered solutions in areas of Tender documentation for Case I and Case II Bidding, Drafting of Retail Electricity Trading contracts, Turnkey Renewable Energy transaction services, drafting of innovative Holistic Energy Contracts, Performance Contracting. He has graduated from NIT Patna and has completed MBA in Power Management from National Power Training Institute. He carries with him more than 14 years of experience in the domain. Mr Madhur Batra, Director, SAPL is a certified Chartered Accountant and an expert in handling the matters of Finance, Commerce and Accounts. He carries with him over 22 years' experience in finance and accounting, financial analysis and modelling, managing multi project, cash and fund flows, MIS, budgeting and statutory audit.

(v) Volume of electricity intended to be traded during the first year after grant of license and future plans of the applicant to expand volume of trading - SAPL aims to commence inter-state trading operations in India by tying up contracts to the extent of 109 MUs during its first year of operations. The quantum of power trade is expected to increase at 50% per annum over the subsequent 2 years.

(vi) Geographical areas within which the applicant will undertake trading in electricity – All India and the areas as may be permitted under the provisions of The Electricity Act 2003 and relevant regulations.

(vii) Net worth as on 31st March of three consecutive years immediately preceding the year of application or for such lesser period as may be applicable and on the date of the special balance sheet accompanying the application – Amount in (INR)

	31 st March 2021	31 st March 2020	31 st March 2019
Net Worth	2,05,84,317/-	5,68,998/-	5,55,264/-

(viii) Year-wise current ratio and liquidity ratio of the applicant for three years preceding the year in which the application is made, or for such lesser period as may be applicable and on the date of the special balance sheet accompanying the application –

	31 st March 2021	31 st March 2020	31 st March 2019
Current Ratio	10.78 : 1	171.83 : 1	2.78 : 1
Liquid Ratio	9.23 : 1	8.01 : 1	1.02 : 1

(ix) (a) SAPL is authorized to undertake trading in electricity under the MoA in the main object. (b) The said clause reads as “3. To establish and carry on the businesses of generators, suppliers, processors, accumulators, distributors, traders of and dealers in, and act as **trader and Power Exchange Member in the sale and purchase of electricity** within or across the geographical boundary of India and electrical energy in any form and by any process and with any fuel, derivatives including but not limited to renewable energy certificates, carbon credits, energy conservation certificates or by products connected with or related to the generation and supply of electrical energy.”

(x) Details of cases, if any, where the applicant or any of his associates, or partner, or promoters, or Directors has been declared insolvent and has not been discharged – **None**

(xi) Details of cases, if any, in which the Applicant or any of his Associates or partners or promoters or Directors has been convicted of an offence involving moral turpitude, fraud or any economic offence during the previous three years preceding the year of making the application and the year of making the applicant and the date of release of the above person from imprisonment, if any, consequent to such conviction – **None**

(xii) Whether the Applicant or any of his Associates, or partners, or promoters, or Directors was ever refused license, and if so, the detailed particular of the application, date of making application, date of order refusing license and reasons for such refusal – **NO**

(xiii) Whether the Applicant has been granted a license for transmission of electricity – **NO**

(xiv) Whether the applicant cancelling the license of the Applicant, or any of his Associates, or partners, or promoters, or Directors has been passed by the Commission – **NO**

(xv) Whether the Applicant or any of his Associates, or partners, or promoters, or Directors was ever found guilty in any proceedings for contravention non-compliance of any of the provisions of the Act or the rules or the regulations made there under or an order made by the Appropriate Commission, during the year of making the application or five years immediately preceding that year? - **NO**

2. The application made, and other documents filed before the Commission are available for inspection by any person with Mr. Madhur Batra, 5, Ground Floor, Imperial Arcade, Jaypee Wish Town, Sector 128, Noida 201304, Uttar Pradesh. Telephone +91-120-6127710. E-mail: madhur@shubheksha.co.in

3. The application made, and other documents filed before the Commission have been posted on www.shubheksha.co.in

4. Objections or suggestions, if any, on the application made before the Commission may be sent to the Secretary, Central Electricity Regulatory Commission, 3rd & 4th Floor, Chanderlok Building, 36, Janpath, New Delhi- 110001; E-mail: secy@cercind.gov.in within 30 days of publication of this notice, with a copy to the applicant.

5. No objections or suggestions shall be considered by the Commission if received after expiry of 30 days of publication of this notice.

Place: Noida

Date: 26-April-2021

Niraj Kumar
Director