

Deepak Tomar

5, C-12 Block- C, DLF Phase-1, Chakarpur (74), Gurgaon- 122002, Haryana, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, Deepak Tomar hereby give my consent to my name being included as **Chairman and Managing Director** of the Company, along with my DIN, address, qualifications, work experience and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("DRHP") to be filed by the Company with the stock exchange(s) where the Equity Shares of the Company are proposed to be listed ("Stock Exchanges"), and the red herring prospectus ("RHP") and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Delhi (the "RoC"), in respect of the Offer.

I confirm that I will immediately inform the Company and the Book Running Lead Manager ("BRLM"), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares offered pursuant to the Offer on the Stock Exchanges.

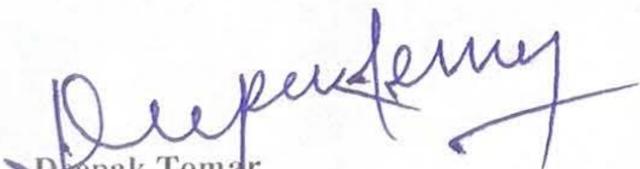
I further confirm that the above information in relation to us is true, correct, accurate and complete.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

Sincerely,


Deepak Tomar
Chairman and Managing Director

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.

Sweta Singh

5, C-12 Block- C, DLF Phase-1, Chakarpur (74), Gurgaon- 122002, Haryana, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundaheera,
Gurgaon - 122016, Haryana, India

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, Sweta Singh hereby give my consent to my name being included as **Whole Time Director** of the Company, along with my DIN, address, qualifications, work experience and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("DRHP") to be filed by the Company with the stock exchange(s) where the Equity Shares of the Company are proposed to be listed ("Stock Exchanges"), and the red herring prospectus ("RHP") and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Delhi (the "RoC"), in respect of the Offer.

I confirm that I will immediately inform the Company and the Book Running Lead Manager ("BRLM"), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares offered pursuant to the Offer on the Stock Exchanges.

I further confirm that the above information in relation to us is true, correct, accurate and complete.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

Sincerely,


Sweta Singh
Whole Time Director

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.

Vibhore Rastogi

2nd Floor, House No 422, A-1 Block, Sushant Lok 2, Sector 55, Sector 56, Gurgaon 122011 Haryana, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, **Vibhore Rastogi** hereby give my consent to my name being included as **Executive Director** of the Company, along with my DIN, address, qualifications, work experience and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("DRHP") to be filed by the Company with the stock exchange(s) where the Equity Shares of the Company are proposed to be listed ("Stock Exchanges"), and the red herring prospectus ("RHP") and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Delhi (the "RoC"), in respect of the Offer.

I confirm that I will immediately inform the Company and the Book Running Lead Manager ("BRLM"), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares offered pursuant to the Offer on the Stock Exchanges.

I further confirm that the above information in relation to us is true, correct, accurate and complete.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

Sincerely,

Vibhore Rastogi
Executive Director

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.

Sushma Samarth

H2-5, Anmol Residency, Near Good Mall, kaspatewasti, Wakad, Pune City- 411057, Maharashtra, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the “Equity Shares” and such Offering, the “Offer”) of Novus Loyalty Limited (the “Company”)

I, **Sushma Samarth** hereby give my consent to my name being included as **Non- Executive Independent Director** of the Company, along with my DIN, address, qualifications, work experience and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus (“**DRHP**”) to be filed by the Company with the stock exchange(s) where the Equity Shares of the Company are proposed to be listed (“**Stock Exchanges**”), and the red herring prospectus (“**RHP**”) and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Delhi (the “**RoC**”), in respect of the Offer.

I confirm that I will immediately inform the Company and the Book Running Lead Manager (“**BRLM**”), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares offered pursuant to the Offer on the Stock Exchanges.

I further confirm that the above information in relation to us is true, correct, accurate and complete.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I also consent to the inclusion of this letter as a part of “Material Contracts and Documents for Inspection” in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

Sincerely,



Sushma Samarth
Non- Executive Independent Director

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.

Pooja Kansal
3076/224 Chander Nagar, Tri Nagar, North West Delhi- 110035, Delhi, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundaheera,
Gurgaon - 122016, Haryana, India

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, **Pooja Kansal** hereby give my consent to my name being included as **Non- Executive Independent Director** of the Company, along with my DIN, address, qualifications, work experience and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("DRHP") to be filed by the Company with the stock exchange(s) where the Equity Shares of the Company are proposed to be listed ("Stock Exchanges"), and the red herring prospectus ("RHP") and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Delhi (the "RoC"), in respect of the Offer.

I confirm that I will immediately inform the Company and the Book Running Lead Manager ("**BRLM**"), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares offered pursuant to the Offer on the Stock Exchanges.

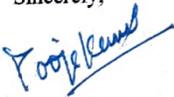
I further confirm that the above information in relation to us is true, correct, accurate and complete.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

Sincerely,



Pooja Kansal
Non- Executive Independent Director

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.

Rajesh Sureka

Flat 2A Tower 6, Bellevue Central park-2, Sector-48, Sohna Road, South City-II, Gurgaon 122018, Haryana, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundaheera,
Gurgaon - 122016, Haryana, India

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, **Rajesh Sureka** hereby give my consent to my name being included as **Non- Executive Independent Director** of the Company, along with my DIN, address, qualifications, work experience and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("DRHP") to be filed by the Company with the stock exchange(s) where the Equity Shares of the Company are proposed to be listed ("Stock Exchanges"), and the red herring prospectus ("RHP") and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Delhi (the "RoC"), in respect of the Offer.

I confirm that I will immediately inform the Company and the Book Running Lead Manager ("BRLM"), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares offered pursuant to the Offer on the Stock Exchanges.

I further confirm that the above information in relation to us is true, correct, accurate and complete.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

Sincerely,



Rajesh Sureka
Non- Executive Independent Director

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.

Deepak Tomar
5, C-12 Block- C, DLF Phase-1, Chakarpur (74), Gurgaon- 122002, Haryana, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India.

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, Deepak Tomar hereby give my consent that my name being included as **Promoter** of the Company in the draft red herring prospectus ("DRHP") to be filed by the Company with the stock exchange(s) where the Equity Shares of the Company are proposed to be listed ("Stock Exchanges"), and the red herring prospectus ("RHP") and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Delhi (the "RoC"), in respect of the Offer.

I confirm that I will immediately inform the Company and the Book Running Lead Manager ("BRLM"), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares offered pursuant to the Offer on the Stock Exchanges.

I further confirm that the above information in relation to me is true, correct, accurate and complete and not misleading in any respect and without omission of any matter that is likely to mislead, and adequate to enable investors to make a well-informed decision.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

Sincerely,


Deepak Tomar
Promoter

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India

Sweta Singh
5, C-12 Block- C, DLF Phase-1, Chakarapur (74), Gurgaon- 122002, Haryana, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India.

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, Sweta Singh hereby give my consent that my name being included as **Promoter** of the Company in the draft red herring prospectus ("DRHP") to be filed by the Company with the stock exchange(s) where the Equity Shares of the Company are proposed to be listed ("Stock Exchanges"), and the red herring prospectus ("RHP") and the prospectus intended to be filed by the Company with the SEBI, the Stock Exchanges and the Registrar of Companies, Delhi (the "RoC"), in respect of the Offer.

I confirm that I will immediately inform the Company and the Book Running Lead Manager ("BRLM"), appointed as such for the purpose of the Offer, of any changes to the information stated in this letter in writing till the date when the Equity Shares receive final listing and trading approval from the Stock Exchanges and commence trading on the Stock Exchanges. In the absence of any such communication, the information stated in this letter should be taken as updated information until the date of commencement of listing and trading of the Equity Shares offered pursuant to the Offer on the Stock Exchanges.

I further confirm that the above information in relation to me is true, correct, accurate and complete and not misleading in any respect and without omission of any matter that is likely to mislead, and adequate to enable investors to make a well-informed decision.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms not defined herein would have the same meaning as attributed to it in the DRHP of the Company.

Sincerely,


Sweta Singh
Promoter

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundaheera,
Gurgaon - 122016, Haryana, India.

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, Mukesh Makkar, hereby give my consent to include my name and other details mentioned herein being included as **Company Secretary and Compliance Officer** of the Company in the draft red herring prospectus ("DRHP") intended to be filed by the Company with the stock exchange(s) where the Equity Shares are proposed to be listed (the "Stock Exchanges") and the red herring prospectus ("RHP") and the prospectus ("Prospectus") intended to be filed with the Registrar of Companies, Delhi ("RoC") and thereafter filed with the SEBI and the Stock Exchanges, as well as in other documents in relation to the Offer (collectively, the "Offer Documents").

I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I am a member of the Institute of Company Secretaries of India, holding membership number ACS No 53384.

I will be responsible for monitoring compliance of the securities laws and for redressal of investor's grievances, in connection with the Offer, and subsequent listing of the Company's Equity Shares on the Stock Exchanges. The following details with respect to me may be disclosed in the Offer Documents.

Name:	Mukesh Makkar
Designation:	Company Secretary and Compliance Officer
Address:	727, Udyog Vihar Phase V, Industrial Complex Dundaheera, Gurgaon 122016, Haryana, India.
Telephone Number:	+91 9717154514
Email:	cs@novus-loyalty.com

I further confirm that the above information in relation to me is true, correct, accurate and complete.

I confirm that I will immediately communicate any changes in writing in the above information to the Company, book running lead manager to the Offer ("BRLM") until the date when the Equity Shares that are allotted and transferred in the Offer, commence trading on the Stock Exchanges. In the absence of any such communication from us, BRLM and the legal counsel, to the Offer can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

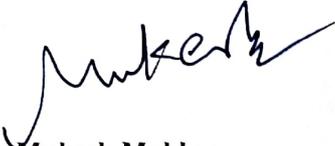
This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. We hereby consent to the submission of this consent letter as may be necessary to the SEBI, the RoC, the relevant stock exchanges and any other regulatory authority and/or for the records to be maintained by the Book Running Lead Manager and in accordance with applicable law.

We also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

Mukesh Makkar
14/220 Sikka Colony, Sonipat 131001, Haryana, India

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents.

Yours faithfully,



Mukesh Makkar
Company Secretary and Compliance Officer

CC:Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India



Vibhore Rastogi

2nd Floor, House No 422, A-1 Block, Sushant Lok 2, Sector 55, Sector 56, Gurgaon 122011 Haryana, India.

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India.

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, **Vibhore Rastogi**, hereby give my consent to include my name and other details mentioned herein being included as **Chief Financial Officer** of the Company in the draft red herring prospectus ("**DRHP**") intended to be filed by the Company with the stock exchange(s) where the Equity Shares are proposed to be listed (the "**Stock Exchanges**") and the red herring prospectus ("**RHP**") and the prospectus ("**Prospectus**") intended to be filed with the Registrar of Companies, Delhi ("**RoC**") and thereafter filed with the SEBI and the Stock Exchanges, as well as in other documents in relation to the Offer (collectively, the "**Offer Documents**").

I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I will be responsible for monitoring compliance of the securities laws and for redressal of investor's grievances, in connection with the Offer, and subsequent listing of the Company's Equity Shares on the Stock Exchanges. The following details with respect to me may be disclosed in the Offer Documents.

Name:	Vibhore Rastogi
Designation:	Chief Financial Officer
Address:	727, Udyog Vihar Phase V, Industrial Complex Dundahera, Gurgaon 122016, Haryana, India.
Telephone Number:	+91 9717154514
Email:	investor@novus-loyalty.com

I further confirm that the above information in relation to me is true, correct, accurate and complete.

I confirm that I will immediately communicate any changes in writing in the above information to the Company, book running lead manager to the Offer ("**BRLM**") until the date when the Equity Shares that are allotted and transferred in the Offer, commence trading on the Stock Exchanges. In the absence of any such communication from us, BRLM and the legal counsel, to the Offer can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer. We hereby consent to the submission of this consent letter as may be necessary to the SEBI, the RoC, the relevant stock exchanges and any other regulatory authority and/or for the records to be maintained by the Book Running Lead Manager and in accordance with applicable law.

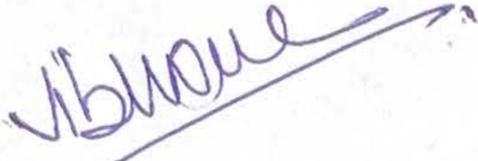
We also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents.

Vibhore Rastogi

2nd Floor, House No 422, A-1 Block, Sushant Lok 2, Sector 55, Sector 56, Gurgaon 122011 Haryana, India.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Vibhore', with a long horizontal stroke extending to the right.

Vibhore Rastogi
Chief Financial Officer

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India

Neeraj Solanki
Ward No 17, Shyam Nagar, Behror, Alwar- 301701, Rajasthan, India

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India.

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, Neeraj Solanki hereby give my consent to my name being included as Senior managerial personnel (Marketing Head) of the Company and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("DRHP") intended to be filed by the Company with the stock exchange(s) where the Equity Shares are proposed to be listed (the "Stock Exchanges") and the red herring prospectus ("RHP") and the prospectus ("Prospectus") intended to be filed with the Registrar of Companies, Delhi ("RoC") and thereafter filed with the SEBI and the Stock Exchanges, as well as in other documents in relation to the Offer (the "Offer Documents").

I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I further confirm that the above information in relation to me is true, correct, accurate, complete and not misleading in any respect and without omission of any matter that is likely to mislead, and adequate to enable investors to make a well-informed decision.

I confirm that I will immediately communicate any changes in writing in the above information to the Company, book running lead manager to the Offer ("BRLM") until the date when the Equity Shares that are allotted and transferred in the Offer, commence trading on the Stock Exchanges. In the absence of any such communication from us, BRLM and the legal counsel to the Offer, can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents.

Yours faithfully,



Neeraj Solanki
Marketing Head

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.

Ranjan Sharma

A-114 Upper Ground Back Side, Near Anandi Saree, Rama Park, D.K. Mohan Garden, Uttam Nagar, Dwarka, West
Delhi - 110059, India

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundaheera,
Gurgaon - 122016, Haryana, India.

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, Ranjan Sharma hereby give my consent to my name being included as Senior managerial personnel (VP Sales Head) of the Company and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("DRHP") intended to be filed by the Company with the stock exchange(s) where the Equity Shares are proposed to be listed (the "Stock Exchanges") and the red herring prospectus ("RHP") and the prospectus ("Prospectus") intended to be filed with the Registrar of Companies, Delhi ("RoC") and thereafter filed with the SEBI and the Stock Exchanges, as well as in other documents in relation to the Offer (the "Offer Documents").

I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I further confirm that the above information in relation to me is true, correct, accurate, complete and not misleading in any respect and without omission of any matter that is likely to mislead, and adequate to enable investors to make a well-informed decision.

I confirm that I will immediately communicate any changes in writing in the above information to the Company, book running lead manager to the Offer ("BRLM") until the date when the Equity Shares that are allotted and transferred in the Offer, commence trading on the Stock Exchanges. In the absence of any such communication from us, BRLM and the legal counsel to the Offer, can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents.

Yours faithfully,



Ranjan Sharma
VP Sales Head

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.

Satyam Kumar
86, Sonbhadra, Vanshi, Surajpur, Bithra, Arwal, Bihar - 204421, India

Date: September 22, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundaheera,
Gurgaon - 122016, Haryana, India.

Dear Sir,

Re: Proposed Initial Public Offering of equity shares of face value of ₹ 10/- each (the "Equity Shares" and such Offering, the "Offer") of Novus Loyalty Limited (the "Company")

I, **Satyam Kumar** hereby give my consent to my name being included as **Senior managerial personnel (Product Head)** of the Company and any other information as provided by me and as required under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 as amended in the draft red herring prospectus ("**DRHP**") intended to be filed by the Company with the stock exchange(s) where the Equity Shares are proposed to be listed (the "**Stock Exchanges**") and the red herring prospectus ("**RHP**") and the prospectus ("**Prospectus**") intended to be filed with the Registrar of Companies, Delhi ("**RoC**") and thereafter filed with the SEBI and the Stock Exchanges, as well as in other documents in relation to the Offer (the "**Offer Documents**").

I hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer.

I further confirm that the above information in relation to me is true, correct, accurate, complete and not misleading in any respect and without omission of any matter that is likely to mislead, and adequate to enable investors to make a well-informed decision.

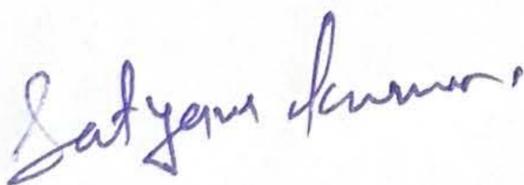
I confirm that I will immediately communicate any changes in writing in the above information to the Company, book running lead manager to the Offer ("**BRLM**") until the date when the Equity Shares that are allotted and transferred in the Offer, commence trading on the Stock Exchanges. In the absence of any such communication from us, BRLM and the legal counsel to the Offer, can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

This consent letter is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer.

I also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents.

Yours faithfully,



Satyam Kumar
Product Head

CC: Smart Horizon Capital Advisors Private Limited

B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.



L. N. Nangalya & Co.

(Chartered Accountants)

D-66, Vivek Vihar, Phase-1,
Delhi-110095
Email: calngoel@gmail.com

Date: September 09, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the "Company") on SME Platform of BSE Limited (the "Stock Exchange").

Dear Sir/Madam,

We the undersigned, hereby give our consent to our name L N. Nangalya & Co., Chartered Accountants being included as "Statutory Auditors" in the Draft Red Herring Prospectus/ Red Herring Prospectus /Prospectus which the Company intends to issue in respect of the proposed Issue of equity shares. We hereby also authorized you to deliver this letter of consent for the purpose of filing under provisions of Section 26, Section 32 and / or any other applicable provisions of the Companies Act, 2013 and rules made there under, the Stock Exchange and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any other regulatory authority as required by law.

Further, we hereby give our consent to include the following details in the Draft Red Herring Prospectus/ Red Herring Prospectus /Prospectus:

Name: -	L N NANGALYA & CO
Address: -	D-66 Vivek Vihar 1 Delhi-110095
Tel No.: -	9315250195, 9891447713
E-mail: -	calngoel@gmail.com
Contact Person: -	CA Laxmi Narain
Membership No.:	094994
Firm Registration Number	015141N

Thanking you,
Yours faithfully

For L N Nangalya & Co,
Chartered Accountants
FRN: 015141N

Laxmi Narain
CA Laxmi Narain
Partner

Membership No.: 094994
Place: Delhi





Mundra & Co.

Chartered Accountants

513, Apex Mall, 4th Floor, Lal Kothi, Tonk Road, Jaipur-302018

✉ canitinjpr@gmail.com

☎ +91-8239487569

To,
The Board of Directors,
NOVUS LOYALTY LIMITED
727 Udyog Vihar Phase V, Industrial Complex Dundahera
Gurgaon, Haryana, India, 122016

Subject: - Proposed Initial Public Offer of Novus Loyalty Limited (“The Company”) on SME Platform of BSE Limited (the “Stock Exchange”).

Dear Sir/Madam,

We, the undersigned, hereby give our consent to our name **M/s. Mundra & Co.**, Chartered Accountants being included as “Peer Review Auditors” in the Draft Red Herring Prospectus / Red Herring Prospectus / Prospectus which the Company intends to issue in respect of the proposed Issue of equity shares. We hereby also authorise you to deliver this letter of consent for the purpose of filing under provisions of Section 26, Section 32 and / or any other applicable provisions of the Companies Act, 2013 and rules made there under, the Stock Exchange and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any other regulatory authority as required by law.

Further we hereby give our consent to include the following contact details:

Name of the Firm	Mundra & Co.
Address	513, Apex Mall, 4th Floor, Lal Kothi, Tonk Road, Jaipur-302018
Mobile	+91-8239487569
E-mail	canitinjpr@gmail.com
Contact Person	CA. Nitin Khandelwal
Firm Registration Number	013023C
Peer Review No.	020688

We further confirm that the above information in relation to us is true and correct.

We enclose a copy of our registration certificate and enclosed as Annexure A. We also certify that our registration is valid as on date and that we have not been prohibited by SEBI from acting as an intermediary in capital market issues. We also confirm that we have not been debarred from functioning by any regulatory authority.

Yours faithfully

For Mundra & Co.
Chartered Accountants
FRN: 013023C

NKhandelwal



CA. Nitin Khandelwal
Partner
Membership No.: 414387
Peer review No. 014184
Place: Jaipur
Date: September 20, 2025

Encl: As above

Date: February 05, 2026

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundaheera,
Gurgaon - 122016, Haryana, India

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the "Company") on SME Platform of BSE Limited (the "Stock Exchange").

Dear Sir / Madam,

We, ICICI BANK, do hereby grant our No Objection for the proposed Initial Public Issue (the "Issue") on SME Platform of BSE (the "Stock Exchange") and hereby give our consent to our name (along with below details) being included as "Banker / Lender to the Company" in the Draft Red Herring Prospectus/ Red Herring Prospectus /Prospectus which the Company intends to issue in respect of the proposed issue of equity shares. We hereby also authorise you to deliver this letter of consent for the purpose of filing under provisions of Section 26, Section 32 and / or any other applicable provisions of the Companies Act, 2013 and rules made there under, the Stock Exchange and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any other regulatory authority as required by law.

Further, we hereby give our consent to include the following details in the Draft Red Herring Prospectus/ Red Herring Prospectus /Prospectus:

Name	ICICI BANK LTD
Address:	ICICI BANK SECTOR17 GURGAON HARYANA 122001
Tel No.:	7678841629
E-mail:	ABHAY.SINGH2@ICICIBANK.COM
Website:	WWW.ICICIBANK.COM
Contact Person:	ABHAY SINGH
SEBI Registration No.:	INBI00000004

Yours faithfully,

For **ICICI BANK Limited**



Authorised Signatory

ICICI Bank
SCF 59, Huda Market,
Sector 17, Gurgaon
Haryana - 122001

Website www.icicibank.com
CIN :L65190GJ1994PLC021012

Regd. Office : "Landmark", Race Course Circle,
Vadodara 390007, India
Corp. Office : ICICI Bank Towers, Bandra-Kurla
Complex, Mumbai 400051, India

Date: September 17, 2025

To,
The Board of Directors,
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the “Company”) on SME Platform of BSE Limited (the “Stock Exchange”).

Dear Sir/ Madam,

We, **Smart Horizon Capital Advisors Private Limited**, do hereby consent to act as **Book running lead manager to the Offer** and to our name and the details mentioned herein, being inserted as a book running lead manager to the Offer in the draft red herring prospectus (“**DRHP**”) intended to be filed by the Company with the Securities and Exchange Board of India (the “**SEBI**”) and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the “**Stock Exchanges**”) and the red herring prospectus (“**RHP**”) and the prospectus (“**Prospectus**”) intended to be filed with the Registrar of Companies, Delhi (“**RoC**”) and thereafter filed with the SEBI and the Stock Exchanges, as well as in other documents in relation to the Offer (the “**Offer Documents**”).

We hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer. The following details with respect to us may be disclosed in the Offer Documents:

Logo:	
Name:	Smart Horizon Capital Advisors Private Limited
Address:	B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.
Telephone Number:	022 - 28706822
E-mail:	director@shcapl.com
Website:	www.shcapl.com
Contact Person:	Mr. Parth Shah
Investor Grievance e-mail:	investor@shcapl.com
SEBI Registration Number:	INM000013183
CIN:	U66190MH2023PTC412760

We further confirm that the above information in relation to us is true, correct, accurate, complete and not misleading in any respect and without omission of any matter that is likely to mislead, and adequate to enable investors to make a well-informed decision.

We confirm that we are not an associate of the Company in terms of the Securities and Exchange Board of India (Merchant Banking) Regulations, 1992, as amended.

Further, except as disclosed below, we confirm that neither we nor our associates hold any Equity Shares or Preference Shares of the Company:

Sr. No.	Name of the entity	Number of Equity Shares or Preference Shares	Percentage of Equity Shares or Preference Shares
1.	NIL	NIL	NIL

We enclose a copy of our registration certificate and declaration regarding our registration with SEBI (**Annexure A**). We also certify that our registration is valid as on date and that we have not been prohibited or debarred by SEBI, any other regulatory authority, court or tribunal from acting as an intermediary in capital market issues.

We confirm that we will immediately communicate any changes in writing in the above information to the Company, other book running lead manager to the Offer ("**BRLM**") until the date when the Equity Shares that are allotted and transferred in the Offer, commence trading on the Stock Exchanges. In the absence of any such communication from us, BRLM and the legal counsel to the Offer, can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

This consent letter, including any annexures hereto, is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer.

We also consent to the inclusion of this letter as a part of "*Material Contracts and Documents for Inspection*" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents.

Yours faithfully,

For Smart Horizon Capital Advisors Private Limited



Priyal Ganatra
Associate Vice President

Annexure A

We hereby confirm that as on date the following details in relation to our registration with the Securities and Exchange Board of India as a book running lead manager are true, correct, accurate, complete and not misleading in any respect and without omission of any matter that is likely to mislead, and adequate to enable investors to make a well-informed decision:

1.	Registration Number:	INM000013183
2.	Date of registration / Renewal of registration:	September 10, 2024
3.	Date of expiry of registration:	Valid Until Cancelled
4.	If applied for renewal, date of application:	NA
5.	Period up to which registration/ renewal fees has been paid:	NA
6.	Any communication from SEBI prohibiting acting as lead manager:	NA
7.	Period up to which registration/ renewal fees has been paid:	NA
8.	Details of any penalty imposed	NA

ASHA AGARWAL & ASSOCIATES
ADVOCATE

118, Shila Vihar, Gokulpura, Kalwar
Road, Jhotwara, Jaipur-302012
Reach us at:
ashaagarwalassociates@gmail.com

Date: September 25, 2025

To,

The Board of Directors,
NOVUS LOYALTY LIMITED
727 UDYOG VIHAR PHASE V, Industrial Complex Dundaheera,
Gurgaon, Industrial Complex Dundaheera, Haryana, India, 122016

Subject: - Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the "Company").

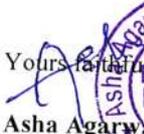
Dear Sir / Madam,

We the undersigned, hereby give our consent to our name (along with below details) being included as "Legal Advisor to the offer" in the Draft Red Herring Prospectus/ Red Herring Prospectus/Prospectus which the Company intends to issue in respect of the proposed Issue of equity shares. We hereby also authorize you to deliver this letter of consent for the purpose of filing under provisions of Section 26, Section 32 and / or any other applicable provisions of the Companies Act, 2013 and rules made there under, the Stock Exchange and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any other regulatory authority as required by law.

Further, we hereby give our consent to include the following details in the Draft Red Herring Prospectus/ Red Herring Prospectus/Prospectus:

Name:	ASHA AGARWAL & ASSOCIATES
Contact Person:	Ms. Asha Agarwal
Designation	Proprietor
Address:	118, Shila Vihar, Gokulpura, Kalwar Road, Jhotwara, Jaipur-302012
Telephone:	+ 91 9950933137
Email id:	ashaagarwalassociates@gmail.com
License:	75654/R/38/2016

Further, we hereby give our consent to the inclusion of our name as an expert in relation to the Legal Due Diligence Report under Section 26, Section 32 and/ or any other applicable provisions of the Companies Act, 2013, being included in the Draft Red Herring Prospectus/ Red Herring Prospectus/Prospectus being issued by you.

Yours faithfully,

Asha Agarwal
Proprietor
Asha Agarwal & Associates
Place: Jaipur



Date: September 16, 2025

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the “Company”) on SME Platform of BSE Limited (the “Stock Exchange”).

Dear Sir / Madam,

We the undersigned, hereby give our consent to our name (along with below details) being included as “**Registrar to the Company**” in the Draft Red Herring Prospectus/ Red Herring Prospectus / Prospectus which the Company intends to issue in respect of the proposed offer of equity shares. We hereby also authorize you to deliver this letter of consent for the purpose of filing under provisions of Section 26 and 32 and/or any other applicable provisions of the Companies Act, 2013 and rules made there under, the Stock Exchange and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any other regulatory authority as required by law.

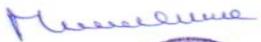
Further, we hereby give our consent to include the following details in the Draft Red Herring Prospectus/ Red Herring Prospectus / Prospectus:

Name:	KFin Technologies Limited
Correspondence Address:	Selenium Tower B, Plot No.31-32, Gachibowli, Financial District, Nanakramguda, Serilingampally, Hyderabad-500032, Telangana, India
Tel No.:	+91-40-67162222/18003094001
E-mail:	novus.ipo@kfintech.com
Website:	www.kfintech.com
Investor grievance e-mail:	einward.ris@kfintech.com
Contact Person:	M.Murali Krishna
SEBI Registration No.:	INR000000221
CIN:	L72400MH2017PLC444072

We further confirm that the above information in relation to us is true and correct.

We enclose a copy of our registration certificate and declaration regarding our registration with SEBI in the required format and enclosed as Annexure A. We also certify that our registration is valid as on date and that we have not been prohibited by SEBI from acting as an intermediary in capital market issues. We also confirm that we have not been debarred from functioning by any regulatory authority.

Yours faithfully,
For KFin Technologies Limited




Authorised Signatory
Name: M.Murali Krishna
Designation: Senior Vice President
Date: September 16,2025
Place: Hyderabad

KFin Technologies Limited

Registered Office:

301, The Centrium, 3rd Floor, 57, Lal Bahadur Shastri Road, Nav Pada,
Kurla (West), Mumbai - 400070, Maharashtra.

CIN: L72400MH2017PLC444072

Date: February 12, 2026

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the "Company") on SME Platform of BSE Limited (the "Stock Exchange").

Dear Sir / Madam,

We, the undersigned, do hereby consent to our name (along with below details) being included as the "Escrow Collection Bank, Banker to the Offer, Sponsor Bank, Public Offer Bank and Refund Bank" in the Red herring prospectus/ Prospectus which the Company intends to file in respect of Proposed Public Offer of equity Shares with the Registrar of Companies pursuant to Section 26, 28 and 32 of the Companies Act, 2013, SME Platform of BSE Limited ("Stock Exchange") and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any other regulatory authority as required by law.

Further, we hereby give our consent to include the following details in the Red Herring Prospectus/Prospectus:

Name	ICICI Bank Limited
Address:	Capital Market Division, 163, 5thFloor, H.T.Parekh Marg, Backbay Reclamation, Churchgate, Mumbai - 400020, India
Tel No.:	022- 68052182
Fax No.:	022- 22611138
E-mail:	lpocmg@icici.bank.in
Website:	www.icici.bank.in
Contact Person:	Mr. Varun Badai
CIN:	L65190GJ1994PLC021012
SEBI Registration No.:	INBI00000004

Yours faithfully,

For ICICI Bank Limited



ICICI BANK LIMITED
CAP MKT DIV
MUMBAI
BRANCH

Authorised Signatory

ICICI Bank Limited
CMD Branch, 163,
Ground Floor, Near ATM,
H T Parekh Marg, Churchgate,
Mumbai - 400 020,
Maharashtra, India.

Website www.icicibank.com
CIN :L65190GJ1994PLC021012

Regd. Office : ICICI Bank Tower, Near Chakli Circle,
Old Padra Road, Vadodara 390 007,
India.
Corp. Office : ICICI Bank Towers, Bandra-Kurla
Complex, Mumbai 400051, India.

Annexure A

Date: February 12, 2026

TO WHOMSOEVER IT MAY CONCERN

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the "Company") on SME Platform of BSE Limited (the "Stock Exchange").

We hereby confirm that as on date the following details in relation to our registration with the SEBI as a Escrow Collection Bank, Banker to the Offer, Sponsor Bank, Public Offer Bank and Refund Bank is true and correct:

1.	Registration Number	INBI00000004
2.	Date of permanent registration / Renewal of registration	1/11/2015
3.	Date of expiry of registration	Permanent Registration
4.	If applied for renewal, date of application	NA
5.	Any communication from SEBI prohibiting the entity from acting as the intermediary	NO
6.	Any enquiry / investigation being conducted by SEBI	NO
7.	Details of any penalty imposed by SEBI	NA

For ICICI Bank Limited



Authorised Signatory

ICICI Bank Limited
CMD Branch, 163,
Ground Floor, Near ATM,
H T Parekh Marg, Churchgate,
Mumbai - 400 020,
Maharashtra, India.

Website www.icicibank.com
CIN :L65190GJ1994PLC021012

Regd. Office : ICICI Bank Tower, Near Chakli Circle,
Old Padra Road, Vadodara 390 007,
India.
Corp. Office : ICICI Bank Towers, Bandra-Kurla
Complex, Mumbai 400051, India.

निर्गमन बैंककार

FORM-B

BANKERS TO AN ISSUE

भारतीय प्रतिभूति और विनियम बोर्ड
SECURITIES AND EXCHANGE BOARD OF INDIA

(निर्गमन बैंककार) विनियम, 1994

000419 (BANKERS TO AN ISSUE) REGULATIONS, 1994

(विनियम 7)

(Regulation 7)

रजिस्ट्रीकरण का प्रमाणपत्र
CERTIFICATE OF REGISTRATION

Regulation 7A

PERMANENT REGISTRATION

- 1) In exercise of the powers conferred by sub-section (1) of section 12 of the Securities and Exchange Board of India Act, 1992, read with the rules and regulations made thereunder, the Board hereby grants a certificate of registration to

ICICI BANK LIMITED
LANDMARK
RACE COURSE
VADODARA - 390 007

का नियमों में, अन्तों के अधीन रहने हुए और विनियमों के अनुसार निर्गमन बैंककार के रूप में रजिस्ट्रीकरण का प्रमाणपत्र इसके द्वारा प्रदान करता है।
as a banker to an issue subject to the conditions in the rules and in accordance with the regulations.

- 2) निर्गमन बैंककार के लिए रजिस्ट्रीकरण कोड है। INB100000004
2) Registration Code for the Banker to an issue is
- 3) जब तक नवीकृत न किया जाए, रजिस्ट्रीकरण का प्रमाणपत्र तक विधिमान्य है।
3) Unless renewed, the certificate of registration is valid from

3) This Certificate of Registration shall be valid for permanent, unless suspended or cancelled by the Board.



आदेश से
भारतीय प्रतिभूति और विनियम बोर्ड
के लिए और उसकी ओर से
By order
For and on behalf of
Securities and Exchange Board of India

RUCHI CHOJER

प्राधिकृत हस्ताक्षरकर्ता Authorised Signatory

स्थान Place MUMBAI

तारीख Date JUNE 03, 2013



Date: February 03, 2026

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the "Company") on SME Platform of BSE Limited (the "Stock Exchange").

Dear Sir/ Madam,

We the undersigned, hereby give our consent to our name (along with below details) being included as "**Market Maker to the Offer**" in the Red Herring Prospectus/ Prospectus which the Company intends to issue in respect of the proposed Offer of equity shares. We hereby also authorize you to deliver this letter of consent for the purpose of filing under provisions of Section 26 and / or any other applicable provisions of the Companies Act, 2013 and rules made there under, the Stock Exchange and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any other regulatory authority as required by law.

Further, we hereby give our consent to include the following details in the Red Herring Prospectus/ Prospectus:

Name	Shreni Shares Limited
Correspondence Address:	Office No. 217, Hive 67 Icon, Poisar Gymkhana Road Lokmanya Tilak Nagar Poisar, Near Raghuleela Mall, Kandivali West, Mumbai- 400067, Maharashtra, India.
Tel No.:	022-2089 7022
E-mail:	shrenisharespvtltd@yahoo.in
Website:	www.shreni.in
Contact Person:	Mr. Hitesh Punjani
SEBI Registration No.:	INZ000268538
BSE Clearing No:	6219

Yours faithfully,

For **Shreni Shares Limited**




Name: Mr. Hitesh Punjani
Designation: Director
DIN: 02072811

Date: February 02, 2026

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundaheera,
Gurgaon - 122016, Haryana, India

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the “Company”) on SME Platform of BSE Limited (the “Stock Exchange”).

Dear Sir/ Madam,

We the undersigned, hereby give our consent to our name (along with below details) being included as “Underwriter to the Offer” in the Red Herring Prospectus / Prospectus which the Company intends to issue in respect of the proposed Offer of equity shares. We hereby also authorize you to deliver this letter of consent for the purpose of filing under provisions of Section 26 and / or any other applicable provisions of the Companies Act, 2013 and rules made there under, the Stock Exchange and Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 or any other regulatory authority as required by law.

Further, we hereby give our consent to include the following details in the Red Herring Prospectus / Prospectus:

Logo:	
Name:	Smart Horizon Capital Advisors Private Limited
Address:	B/908, Western Edge II, Kanakia Space, Behind Metro Mall, Off Western Express Highway, Magathane, Borivali East, Mumbai - 400066, Maharashtra, India.
Telephone Number:	022 - 28706822
E-mail:	director@shcapl.com
Website:	www.shcapl.com
Contact Person:	Mr. Parth Shah
Investor Grievance e-mail:	investor@shcapl.com
SEBI Registration Number:	INM000013183
CIN:	U66190MH2023PTC412760

Yours faithfully,

For Smart Horizon Capital Advisors Private Limited



Priyal Ganatra
Associate Vice President

Date: February 03, 2026

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India

Sub: Proposed Initial Public Offer (IPO) of Novus Loyalty Limited (the “Company”) on SME Platform of BSE Limited (the “Stock Exchange”).

We, **Shreni Shares Limited**, do hereby consent to act as a Syndicate Member to the Offer and to our name and the details mentioned herein being inserted as a Syndicate Member to the Offer and the red herring prospectus (“RHP”) and the prospectus (“Prospectus”) intended to be filed with the Registrar of Companies, Delhi (“RoC”) and thereafter to be filed with the Securities and Exchange Board of India (the “SEBI”) and the stock exchanges where the Equity Shares are proposed to be listed (the “Stock Exchanges”), as well as in other documents in relation to the Offer (the “Offer Documents”).

We hereby authorise you to deliver this consent letter to SEBI, the Stock Exchanges, the RoC and any other regulatory authorities as may be required and/or for the records to be maintained by the BRLM in connection with the Offer. The following details with respect to us may be disclosed in the Offer Documents:

Name	Shreni Shares Limited
Correspondence Address:	No. 217, Hive 67 Icon, Poisar Gymkhana Road Lokmanya Tilak Nagar Poisar, Near Raghuleela Mall, Kandivali West, Mumbai- 400067, Maharashtra, India.
Tel No.:	+91- 22-20897022
E-mail:	shrenisharespvtltd@yahoo.in
Website:	www.shreni.in
Contact Person:	Hitesh Punjani
SEBI Registration No.:	INZ000268538

We enclose a copy of our registration certificate and declaration regarding our registration with SEBI in the required format (**Annexure A**). We also certify that our registration is valid as on date and that we have not been prohibited or debarred by SEBI, any other regulatory authority, court or tribunal from acting as an intermediary in capital market issues.

We further confirm that the above information in relation to us is true, correct, accurate, complete and not misleading in any respect and without omission of any matter that is likely to mislead, and adequate to enable investors to make a well-informed decision.

We confirm that we will immediately communicate any changes in writing in the above information to the Company, book running lead manager to the Offer (“BRLM”) until the date when the Equity Shares that are allotted and transferred in the Offer, commence trading on the Stock Exchanges. In the absence of any such communication from us, BRLM and the legal counsel, each to the Company and the BRLM, can assume that there is no change to the above information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.



Member of BSE, NSE.
Depository Participant with CDSL
SEBI registered Category-I Merchant Banker
CIN- U67190MH2009PLC195845

 **Registered Office**
217, Hive 67 Icon, Poisar Gymkhana
Road, Near Raghuleela Mall,
Kandivali (West), Mumbai - 400067.

 022 35011600/+91 8976801894

 www.shreni.in

 shrenisharespvtltd@yahoo.in

This consent letter, including any annexures hereto is for information and for inclusion (in part or full) in the Offer Documents, and may be relied upon by the Company, BRLM and the legal counsel to the Offer, in relation to the Offer.

We also consent to the inclusion of this letter as a part of "Material Contracts and Documents for Inspection" in connection with this Offer, which will be available for public for inspection including through online means from date of the filing of the RHP until the Bid/Offer Closing Date.

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Offer Documents.

For Shreni Shares Limited



Hitesh Punjani
Whole Time Director
DIN: 02072811

Consent from Monitoring Agency

Date: February 27, 2026

To,
The Board of Directors
Novus Loyalty Limited
727, Udyog Vihar, Phase V,
Industrial Complex Dundahera,
Gurgaon - 122016, Haryana, India.

Dear Sir/Ma'am,

Sub: Proposed initial public offering of equity shares of face value ₹10 each ("Equity Shares") by Novus Loyalty Limited (the "Company" and such offer, the "Offer").

We, CARE Ratings Limited ("CARE"), consent to the inclusion of our name and the details mentioned herein, as the Monitoring Agency to the Offer and to the inclusion the information contained in this letter in the Red Herring Prospectus ("RHP") and the Prospectus ("Prospectus") (collectively, the "Offer Documents") which the Company intends to file, with the Securities and Exchange Board of India ("SEBI"), Registrar of Companies, Delhi (the "RoC") and the stock exchange where the Equity Shares are proposed to be listed ("Stock Exchanges"), as applicable and any other document in relation to the Offer as per applicable law.

The following details with respect to us may be disclosed in the Offer Documents:

Name:	CARE Ratings Limited
Address:	4th Floor, Godrej Coliseum, Somaiya Hospital Road, Off Eastern Express Highway, Sion (East), Mumbai 400 022.
Telephone number:	9999510596
E-mail ID:	Saurabh.vaish@careedge.in
Website:	www.careratings.com
Contact person:	Saurabh Vaish
SEBI registration number:	IN/CRA/004/1999
CIN:	L67190MH1993PLC071691

We enclose a copy of our registration certificate and declaration regarding our registration with SEBI in the required format (**Annexure A**). We also certify that our registration is valid as on date and that we have not been prohibited or debarred by SEBI, any other regulatory authority, court or tribunal from acting as an intermediary in capital market issues. We have also not been debarred from functioning as a credit rating agency by any regulatory authority.

We confirm that the information in this certificate is true, correct, accurate, and not misleading in any material respect. CARE's consent is subject to the Company ensuring its compliance with applicable laws in relation to the Offer and that there is no misrepresentation/ modification to above mentioned information which is required to be reproduced on an "as is" basis.

We confirm that we will immediately communicate any changes to the above information in writing to the Company, until the date when the Equity Shares commence trading on the Stock Exchanges. In the absence of any such communication from us, the above information should be considered as updated information until the Equity Shares commence trading on the Stock Exchanges pursuant to the Offer.

This consent letter may be relied upon by the Company, the Book Running Lead Managers and the legal advisors to each of the Company. We hereby consent to the submission and disclosure of this consent letter as may be necessary to the SEBI, the RoC, the Stock Exchanges and any other regulatory, statutory or judicial authorities as may be required and/or CARE Ratings Limited

9th Floor C-001 A/2 Berger Tower, Sector 16B
Noida, Gautam Buddha Nagar, Uttar Pradesh-
201031

4th Floor, Godrej Coliseum, Somaiya Hospital Road,
Off Eastern Express Highway, Sion (East), Mumbai -
400 022
Phone: +91-22-6754 3456
Email: care@careedge.in • www.careedge.in

CIN-L67190MH1993PLC071691

for the records to be maintained by the Book Running Lead Managers in accordance with applicable law.

The Monitoring Agency have no fiduciary relationship in connection with the Company. The Monitoring Agency and its affiliates also do not act as an expert to the extent defined under Section 2(38) of the Companies Act, 2013. While the Monitoring Agency obtains information from sources it believes to be reliable, it does not perform an audit and undertakes no independent verification of any information/ certifications/ statements it receives from auditors, lawyers, chartered engineers or other experts, and relies on in its reports.

All capitalised terms used herein, unless otherwise specifically defined, shall have the same meaning as ascribed to them in the Offer Documents.

Yours faithfully,

For **CARE Ratings Limited**

The image shows a circular logo for CARE Ratings Limited. The logo contains the text 'CARE Ratings Limited' around the perimeter and 'CARE' in the center. A handwritten signature in blue ink is written across the logo.

Authorized Signatory
Name: Saurabh Vaish
Designation: Director Business Development
Date: 27-02-2026

CC:

CC:

Annexure A

COPY OF REGISTRATION CERTIFICATE

प्ररूप ख
FORM B

भारतीय प्रतिभूति और विनियम बोर्ड (साख निर्धारण एजेंसियों) विनियम, 1999
SECURITIES AND EXCHANGE BOARD OF INDIA
(CREDIT RATING AGENCIES) REGULATIONS, 1999

[विनियम 8 (1) / विनियम 8 क(6)]
[REGULATION 8 (1) / REGULATION 8 A(6)]

साख निर्धारण एजेंसी के रूप में ~~आरंभिक~~ / स्थायी रजिस्ट्रीकरण प्रमाणपत्र
CERTIFICATE OF ~~INITIAL~~ / PERMANENT REGISTRATION AS CREDIT RATING AGENCY

- I. बोर्ड भारतीय प्रतिभूति और विनियम बोर्ड अधिनियम, 1992, के अधीन बनाए गए विनियमों के साथ पठित उस अधिनियम की धारा 12 की उपधारा (1) द्वारा प्रदत्त शक्तियों का प्रयोग करते हुए
In exercise of the powers conferred by sub-section (1) of section 12 of the Securities and Exchange Board of India Act, 1992, read with the regulations made thereunder the Board hereby grants a certificate of ~~initial~~/ permanent registration to

क्रेडिट एनेलिसिस एण्ड रिसर्च लिमिटेड
CREDIT ANALYSIS & RESEARCH LIMITED

को साख निर्धारण एजेंसी के क्रियाकलाप करने के लिए विनियमों में शर्तों के अनुसार और के अध्यक्षीन साख निर्धारण एजेंसी के रूप में ~~आरंभिक~~ / स्थायी रजिस्ट्रीकरण प्रमाणपत्र एतद्वारा प्रदान करता है ।

as a credit rating agency in accordance with and subject to the conditions in the regulations to carry out the activity of the credit rating agency.

- II. साख निर्धारण एजेंसी के लिए रजिस्ट्रीकरण सं. आईएन/सानिए/004/1999 है ।
Registration Number for the Credit Rating Agency is IN/CRA/004/1999.
- III. यह रजिस्ट्रीकरण प्रमाणपत्र से तक / स्थायी रूप से विधिमान्य होगा, जब तक कि बोर्ड द्वारा निलंबित या रद्द न कर दिया जाये ।
This certificate of registration shall be valid ~~from~~ to / for permanent, unless suspended or cancelled by the Board.

स्थान : मुंबई
Place : Mumbai

तारीख : 30 दिसम्बर, 2011
Date : December 30, 2011

आदेश द्वारा
भारतीय प्रतिभूति और विनियम बोर्ड के लिए और की ओर से
By order for and on behalf of
SECURITIES AND EXCHANGE BOARD OF INDIA



Prasanta Mahapatra
(प्रशांत महापात्र Prasanta Mahapatra)
प्रभाग मुख्य / Division Chief