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PUBLIC ANNOUNCEMENT
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BULLS EYE KNOWLEDGE SYSTEM LIMITED

Our Company was incorporated as a private limited company under the Companies Act, 1956, pursuant to a certificate of incorporation dated March 13, 2013 issued by the Registrar of Companies, Punjab and Chandigarh at Chandigarh. Subsequently, pursuant to a resolution passed by our Board of Directors in their meeting held on June 30, 2024 and by our Shareholders in an Extraordinary General Meeting held on June 30, 2024, our Company was converted into a public limited company, consequently our name was changed to 'Bulls Eye Knowledge System Limited' and a fresh certificate of incorporation dated September 25, 2024 was issued by the Registrar of Companies, Central Processing Centre. The corporate identification number of our Company is U80903CH2013PLC034370. For further details of change in name and registered office of our company please refer to the chapter titled, "History and Certain Corporate Matters" on page 196 of the Draft Red Herring Prospectus.

Registered Office: SCD 91-92 Front Portion, Second Floor Sector 8-C, Chandigarh, 160 009 India | **Tel:** +91 623 950 0393.
Corporate Office: Plot No E-305, Phase BA, Industrial Area Focal Point S.A.S. Nagar, Mohali - 160 055, Punjab, India. | **Tel:** +91 842 200 0037
Website: www.hitbullseye.com | **E-mail:** cs@hitbullseye.com | **Corporate Identity Number:** U80903CH2013PLC034370
Contact Person: Srishti, Company Secretary and Compliance Officer

PROMOTERS OF OUR COMPANY: HIRDESH MADAN, DEEPAK KUMAR, AND SANJAY KUMAR

INITIAL PUBLIC OFFER OF UPTO 20,00,000 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH ("EQUITY SHARES") OF BULLS EYE KNOWLEDGE SYSTEM LIMITED ("OUR COMPANY") FOR CASH AT A PRICE OF ₹ [●] PER EQUITY SHARE (INCLUDING SHARE PREMIUM OF ₹ [●] PER EQUITY SHARE) ("ISSUE PRICE"), AGGREGATING UP TO ₹ [●] LAKHS COMPRISING A FRESH ISSUE OF UPTO [●] EQUITY SHARES AGGREGATING UP TO ₹ [●] LAKHS BY OUR COMPANY (THE "ISSUE") WILL BE RESERVED FOR SUBSCRIPTION BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"), THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. NET ISSUE OF UPTO [●] EQUITY SHARES AT AN ISSUE PRICE OF ₹ [●] PER EQUITY SHARE AGGREGATING UP TO ₹ [●] LAKHS IS HEREAFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND NET ISSUE WILL CONSTITUTE [●]% AND [●]%, RESPECTIVELY OF THE POST- ISSUE PAID-UP EQUITY SHARE CAPITAL OF OUR COMPANY.

ATTENTION PUBLIC

This is to inform that the Company has filed Draft Red Herring Prospectus (DRHP) dated June 9, 2026, with the Emerge platform of the National Stock Exchange of India Limited (NSE Emerge), in respect of the proposed IPO of the Company in accordance with Chapter IX of the SEBI ICDR Regulations, 2018 (IPO of Small and Medium Enterprises).
 This public announcement is made in compliance with the Regulation 247(2) of the SEBI ICDR Regulations, 2018, which requires that the offer document shall be made available to the public for comments, if any, for a period of at least 21 days, from the date of such filing by hosting it on the website of the exchange, the Issuer and the BRLM. Accordingly, it may be noted that the DRHP dated June 9, 2026 filed by the Company is hosted on the website of the NSE at www.nseindia.com, and the website of the Company at www.hitbullseye.com, and at the website of BRLM i.e. Horizon Management Private Limited at www.horizonmanagement.in. Our Company hereby invites the members of the public to give their comments to Stock Exchange, to Company Secretary and Compliance Officer of our Company and/or the BRLM at their respective addresses mentioned below. All comments must be received by NSE Emerge and/or our Company and/or BRLM in relation to the issue on or before 5 p.m. on the 21st day from the aforesaid date of filing the Draft Red Herring Prospectus with Emerge Platform of the National Stock Exchange of India Limited (NSE Emerge).
 Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Offer unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Offer. For taking an investment decision, investors must rely on their own examination of our Company and this Offer, including the risks involved. The Equity Shares have not been recommended or approved by the SEBI, nor does SEBI guarantee the accuracy or adequacy of the contents of this DRHP. Specific attention of the investors is invited to the section titled "Risk Factors" beginning on page 24 of the Draft Red Herring Prospectus.
 Any decision to invest in the Equity Shares described in the DRHP may only be taken after the Red Herring Prospectus (RHP) has been filed with the ROC and must be made solely on the basis of such RHP as there may be material changes in the RHP from the DRHP. The Equity Shares, when offered through the Prospectus, are proposed to be listed on the Emerge Platform of NSE.
 For details of the main objects of the Company as contained in its Memorandum of Association, please refer to the section titled "Our History and Certain Other Corporate Matters" beginning on page 196 of the Draft Red Herring Prospectus. The liability of the members of the Company is limited. For details of the share capital and capital structure of the Company and the names of the signatories to the Memorandum of Association and the number of shares subscribed by them, please refer to the section titled "Capital Structure" beginning on page 78 of the Draft Red Herring Prospectus.

BOOK RUNNING LEAD MANAGERS	REGISTRAR TO THE OFFER
 HORIZON MANAGEMENT PRIVATE LIMITED 19 R N Mukherjee Road, Main Building, 2nd Floor, Kolkata - 700 001, West Bengal, India. Telephone: +91 33 4600 0607 E-mail: smeipo@horizon.net.co Website: www.horizonmanagement.in Investor grievance: investor.relations@horizon.net.co SEBI Registration Number: INR000012926 Contact Person: Narendra Bajaj	 MAASHITLA SECURITIES PRIVATE LIMITED 451, Krishna Apra Business Square, Netaji Subhash Place, Pitampura - 110034, Delhi, India Tel: 114 758 1432 Email: ipo@maashitla.com Website: www.maashitla.com Investor Grievance Email ID: investor.ipo@maashitla.com SEBI registration number: INR00004370 Contact Person: Mukul Agrawal
COMPANY SECRETARY AND COMPLIANCE OFFICER BULLS EYE KNOWLEDGE SYSTEM LIMITED Srishti, SCD 91-92 Front Portion, Second Floor Sector 8-C, Chandigarh - 160 009, India Tel. No.: +91 623 950 0393 Email: cs@hitbullseye.com Website: www.hitbullseye.com	

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the DRHP.
 For **BULLS EYE KNOWLEDGE SYSTEM LIMITED**
 On behalf of the Board of Directors
Sd/-
Srishti
 Company Secretary and Compliance Officer

Bulls Eye Knowledge System Limited is proposing, subject to, receipt of requisite approvals, market conditions and other considerations, to make an initial public issuance of its Equity Shares and has filed the DRHP dated June 9, 2026 with NSE Emerge. The DRHP shall be available on the website of the NSE at www.nseindia.com, and the website of the Company at www.hitbullseye.com, and at the website of BRLM i.e. Horizon Management Private Limited at www.horizonmanagement.in, respectively. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risk, please see "Risk Factors" of the RHP, when available. Potential investors should not rely on the DRHP for making any investment decision. Specific attention of the investors is invited to "Risk Factors" beginning on page 24 of the DRHP.
 The Equity Shares offered in the Issue have not been and will not be registered under the United States Securities Act of 1933, as amended ("**U.S. Securities Act**") or any state securities laws in the United States, and unless so registered, may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and in accordance with any applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold outside the United States in "offshore transactions" in reliance on Regulation S under the U.S. Securities Act and the applicable laws of the jurisdictions where such offers and sales are made. The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction.

