

Date: Feb 21, 2025

To,
The Board of Directors,
SOBO Films Holding Limited
713, 7th Floor, Crystal Paradise Mall,
Dattaji Salvi Road, Andheri (West),
Mumbai- 400055, Maharashtra

Comfort Securities Limited
A Wing, Hetal Arch, A-301,
Swami Vivekananda Rd,
Malad (West), Mumbai - 400064
Maharashtra

Bombay Stock Exchange
Phiroze Jeejeebhoy Towers,
Dalal St, Kala Ghoda, Fort,
Mumbai - 400001, Maharashtra

Subject: Consent to incorporate the “Industry Research Report on SOBO Films Holding Limited” prepared by Infomerics Analytics and Research Pvt. Ltd in Draft Prospectus / Prospectus.

Reference: Mandate dated on January 21, 2025 for Industry Report of SOBO Films Holding Limited.

Dear Sir/Madam,

We, Infomerics Analytics and Research Pvt. Ltd refer to the report delivered to SOBO Films Holding Limited (“Company”) on February 10, 2025, prepared by us pursuant to the mandate placed by Company dated.

We have been informed by Company vide its letter dated about its proposed initial public offering to be listed on the BSE Limited (“Stock Exchange”). The Company vide the said letter has requested, Infomerics Analytics and Research Pvt. Ltd to give its consent, enabling the Company to incorporate the Report in the Draft Prospectus / Prospectus for filing with the Securities and Exchange Board of India (“SEBI”) and the Stock Exchanges.

In this context, without prejudice to its rights and contentions at law, Infomerics Analytics and Research Pvt. Ltd would like to state as under:

- a) If Company intends to reproduce the Report in the Draft Prospectus / Prospectus, Company may reproduce the Report in its entirety on an ‘ad verbatim’ basis. Company acknowledges that the Report should be presented in the Draft Prospectus / Prospectus as approved by Infomerics Analytics and Research Private Limited in writing;
- b) Company will give an authorship credit to, Infomerics Analytics and Research Pvt at the relevant places wherever the Report is being placed in the Draft Prospectus / Prospectus;
- c) Infomerics Analytics and Research Private Limited disclaims any and all liabilities that may arise out of the Report being made part of the Draft Prospectus / Prospectus;
- d) Company shall not name Infomerics Analytics and Research Pvt. Ltd as an ‘expert’ (as defined under the relevant provisions of the Companies Act, 2013 and/or any SEBI guidelines) in any part of the Draft Prospectus / Prospectus, as Infomerics Analytics and Research Pvt. Ltd is neither an engineer, a valuer, a chartered accountant, a company secretary, a cost accountant and any other person / entity who / which has the power or authority to issue a certificate in pursuance of any law for the time being in force, nor is a credit rating agency registered with SEBI.

- e) All information contained in the Report has been obtained or derived from publicly available sources and interaction with industry participants, which we consider reliable and after exercise of reasonable care and diligence by us. Although reasonable care has been taken to ensure that the information therein is true, such information is provided 'as is' without any warranty of any kind, and in particular, makes no representation or warranty, express or implied, as to the accuracy, timeliness or completeness of any such information. All information contained therein must be construed solely as statements of opinion and not any recommendation for investment.
- f) We also agree to keep the information in relation to the Issue strictly confidential, until such time as the proposed transaction is publicly announced by you in the form of a press release.
- g) the nature and scope of this transaction and (ii) our knowledge of the proposed transaction to be done by you or such information is already in public domain or comes into public domain through no fault of Infomerics Analytics and Research Pvt. Ltd.
- h) This certificate may be relied upon by the lead managers and the legal advisors to each of the company, the Sponsor and lead managers in relation to the Issue.

Infomerics Analytics and Research Pvt. Ltd gives its consent to include this letter of consent and the Report as part of the section titled "Material Documents" in the Draft Prospectus / Prospectus which will be available to the public for inspection.

Company shall indemnify and keep Infomerics Analytics and Research Pvt. Ltd and its directors, officers, employees, representatives, indemnified at all times from and against any and all, direct and indirect liabilities, claims, losses, of any nature whatsoever, that may arise out of, or may be in connection with, or relating to Company incorporating the Report in the Draft Prospectus / Prospectus.

For Infomerics Analytics and Research Pvt. Ltd



Uday TG
Director – Ratings
Place : Bangalore



INFOMERICS ANALYTICS AND RESEARCH PVT. LTD.

Integrated Financial Omnibus Metrics Research of International Corporate Systems

Formerly Infomerics Ratings and Research Private Limited

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