PUBLIC ANNOUNCEMENT UNDER REGULATION 3 (1) and 4 READ WITH 15(1) OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011, AS AMENDED ("SEBI (SAST) REGULAIONS, 2011/ TAKEOVER REGULATIONS")

FOR THE ATTENTION OF THE SHAREHOLDERS OF AROMA ENTERPRISES (INDIA) LIMITED

OPEN OFFER ("OFFER") FOR ACQUISITION UP TO 12,69,008 (TWELVE LAKH SIXTY NINE THOUSAND AND EIGHT) FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF RS 10/- EACH **("EQUITY SHARES")**,REPRESENTING 26% OF TOTAL PAID UP AND VOTING EQUITY SHARE CAPITAL OF AROMA ENTERPRISES (INDIA) LIMITED **("TARGET COMPANY")**, ON A FULLY DILUTED BASIS, FROM THE PUBLIC SHAREHOLDERS OF THE TARGET COMPANY FOR A CASH AT A PRICE OF RS 18/- PER EQUITY SHARE BY MR. SNEHAL AJITBHAI PATEL & MRS. MEETA SNEHAL PATEL **(HEREINAFTER COLLECTIVELY REFERRED TO AS "THE ACQUIRERS")** PURSUANT TO AND IN COMPLIANCE WITH REGULATION 3(1) & 4 OF THE SEBI (SAST) REGULATIONS.

1. OFFER DETAILS

i. **Size of the offer**: This offer is being made by the Acquirers for acquisition up to 12,69,008 (Twelve Lakh Sixty Nine Thousand and Eight) fully paid up equity shares of face value of Rs.10/- each of the Target Company, constituting 26% of the paid up & voting share capital of the Target Company subject to the terms and conditions mentioned in this Public Announcement and in the Detailed Public Statement **("DPS")** and the Letter of Offer **("LoF")** that are proposed to be issued in accordance with SEBI (SAST) Regulations .

ii. **Offer Price/Consideration:** The Offer Price of Rs 18/- for each equity share (hereinafter referred to as "**Offer Price")** of Rs 10/- each of the Target Company is calculated in accordance with the Regulation 8(2) (e) of the SEBI (SAST) Regulations. Assuming full acceptance, the total consideration payable by the Acquirers will be Rs 2,28,42,144 (Rupees Two Crores Twenty Eight Lakhs Forty Two Thousand One Hundred and Forty Four Only)

iii. **Mode of payment:** The Offer price is payable in cash by the Acquirers in accordance with Regulations 9(1) (a) of the SEBI (SAST) Regulations, and the terms and conditions mentioned in the PA and in this DPS and LoF that are proposed to be issued in accordance with the SEBI (SAST) Regulations.

iv. **Type of offer:** This Offer is a triggered offer in compliance with Regulations 3(1) and 4 of the SEBI (SAST) Regulations pursuant to the Share Purchase Agreements entered by the Acquirers (as detailed herein below) for substantial acquisition of shares, voting rights and control of the Target Company. and to classify the Acquirers as a 'Promoter' of the Target Company in accordance with the provisions of the SEBI (Listing Obligation and Disclosure Requirements) Regulations.

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Meeta S. Patel

2. **TRANSACTION WHICH HAS TRIGGERED THE OPEN OFFER OBLIGATIONS (UNDERLYING TRANSACTION):**

This Offer is being made pursuant to the execution of the following agreements by the Acquirers:

a. an agreement to purchase 12,19,900 equity shares constituting 24.99% of the fully paid up and voting equity share capital of the Target Company from Mr. Ravi Malhotra, promoter of the Target Company at a consideration of Rs 16/- per equity share (Seller 1 and such Share Purchase Agreement "Seller 1 SPA");

b. an agreement to purchase 6,06,200 equity shares 12.42% of the fully paid up and voting equity share capital of the Target Company from Mr. Harishbhai Keshavlal Patel, Harishbhai Keshavlal Patel HUF, Mrs. Jignashaben Harishbhai Patel, Mr. Sapan Harishbhai Patel, Mr. Rohan H. Patel and Mrs.Kantaben Keshavlal Patel at a consideration of Rs 16/- per equity share. (Seller 2 and such Share Purchase Agreement "Seller 2 SPA")

All the above Share Purchase Agreements (i.e. Seller 1 SPA and Seller 2 SPA) are hereinafter collectively referred to as the **"Agreements"** and Seller 1 and Seller 2 have been collectively referred to as **"the Sellers"**

Given below are the details of the underlying transactions:

Details of Underlying Transaction						
Type of Transaction (Direct/ Indirect)	**Mode of Transaction (Agreement/ Allotment/ Market Purchase)**	**Shares/Voting Rights acquired/proposed to be acquired**		**Total consideration for shares/Voting Rights acquired (Rs. in crores)**	**Mode of payment (Cash/ Securities)**	**SEBI Regulation which has triggered**
		Number	**% vis a vis Total Equity/ Voting capital**			
Direct	Acquisition of Equity Shares of the Target Company through Share Purchase Agreements from the Sellers	18,26,100#	37.41#	Rs 2.28 crores	Cash	3(1) & 4 of SEBI Regulations

\# This is the sum of all equity shares being sold by Sellers (Persons as listed below in point 4).

3. **DETAILS OF THE ACQUIRERS**

Details	Acquirer – I	Acquirer - II	Total
Name of the Acquirers/PAC	Mr. Snehal Ajitbhai Patel	Mrs. Meetaben Snehal Patel	2
Address	16, Shankar Society, Naranpura, Ahmedabad-380013	16, Shankar Society, Naranpura, Ahmedabad-380013	-
Name of the person in control/Promoters of Acquirers	Not Applicable	Not Applicable	-
Name of the group, if any to which the Acquirer belongs to	None	None	-
Pre-Transaction shareholding - Number of Equity shares	68,684	85,000	**1,53,684**

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- % age of total Equity share capital	1.41%	1.74%	3.15%
Proposed shareholding after the acquisition of shares which triggered the Open Offer - Number of Equity shares - % age of total Equity share capital	15,32,784 31.40%	4,47,000 9.16%	19,79,784 40.56% (assuming full acceptance)
Any other interest in the Target Company	None	None	None

**There is no Person Acting In Concert within the meaning of Regulation 2(1)(q)(1) of the SEBI (SAST) Regulations in relation to this Open Offer with the Acquirers*

4. DETAILS OF SELLING SHAREHOLDERS

Name	Part of Promoter/ Promoter Group (Yes/No)	Details of shares/voting rights			
		Pre Transaction		Post Transaction	
		Number	%	Number	%
Ravi Malhotra (Seller 1)	Yes	12,19,900	24.99	Nil	NA
Total (A)		**12,19,900**	**24.99**	**Nil**	NA
Public Shareholders (Seller 2)					
Harishbhai Keshavlal Patel	No	1,18,700	2.43	Nil	NA
Harishbhai Keshavlal Patel HUF	No	1,09,000	2.23	Nil	NA
Jignashaben Harishbhai Patel	No	1,20,800	2.49	Nil	NA
Rohan H Patel	No	28,000	0.57	Nil	NA
Sapan Harishbhai Patel	No	1,10,000	2.25	Nil	NA
Kantaben Keshavlal Patel	No	1,19,700	2.45	Nil	NA
Total (B)		**606200**	**12.41**	**Nil**	NA
TOTAL (A+B)		**1826100**	**37.41**	**Nil**	NA

5. DETAILS OF TARGET COMPANY

Name: Aroma Enterprises (India) Limited

CIN: L51909GJ1994PLC021482

Registered Office: 88, Ajanta Commercial Center, Nr. Income Tax Circle, Ashram Road, Ahmedabad – 380009

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Stock Exchange(s) where Equity shares of Target Company is listed: BSE Limited and Ahmedabad Stock Exchange Limited

6. OTHER DETAILS:

6.1 The Detailed Public Statement pursuant to this Public Announcement in terms of Regulation 13(4) of the SEBI (SAST) Regulations, which shall inter-alia carry all such other information pertaining to the Offer including detailed information on the Offer Price, the Acquirers, the Target Company, the Sellers, background to the Offer, the statutory approvals required (including for the offer) and details of the financial arrangements & other terms of this Offer and shall be published in the newspapers on or before November 09, 2015 as required by Regulation 14(3) of the SEBI (SAST) Regulations.

6.2 The Acquirers undertake that they are aware of and will comply with their obligations under the SEBI (SAST) Regulations.

6.3 The Acquirer has adequate financial resources to meet its obligations under the Offer and has made firm financial arrangements for financing the acquisition of the Offer Shares, in terms of Regulation 25(1) of the SEBI (SAST) Regulations.

6.4 This Offer is not conditional upon any minimum level of acceptance as per Regulation 19(1) of the SEBI (SAST) Regulations and this Public Announcement is not issued pursuant to a competitive offer in terms of Regulation 20 of SEBI (SAST) Regulations.

ISSUED BY MANAGER TO THE OFFER

MONARCH
NETWORTH CAPITAL

Monarch Networth Capital Limited
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Email Id:cs@networthdirect.com
Contact Person: Mr. Rajendra Bafna
SEBI Registration No. INM000011013

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For and on behalf of the Acquirers

Mr. Snehal Ajitbhai. Patel

Mrs. Meeta Snehal. Patel

Place: Ahmedabad

Date: November 02, 2015