OFFER OPENING ADVERTISEMENT TO THE EQUITY SHAREHOLDERS UNDER REGULATION 18 (7) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 OF

BROADCAST INITIATIVES LIMITED

This Advertisement is being issued by **Chartered Capital and Investment Limited ("Manager to the Offer")**, for and on behalf of **Prosperity Agro India Limited ("the Acquirer") pursuant** to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011 in respect of the Open Offer to acquire shares of the **Broadcast Initiatives Limited.** The Detailed Public Statement ("DPS") and Corrigendum to Detailed Public Statement ("CoR") with respect to the aforementioned offer made by the Acquirer had appeared in Business Standard (English), Business Standard (Hindi) and Mumbai Lakshadweep (Marathi) on Monday, September 30, 2013 and Friday, December 13, 2013 respectively.

1. This Open Offer was originally made for an Offer Price of Rs. 4/-per share. The Offer Price has been revised to Rs. 4.90 per share vide a Corrigendum to Detailed Public Statement which is published on Friday, December 13, 2013 in the same newspapers in which DPS was published.
2. A committee of Independent Directors **("IDC")** of the Target Company have opined that the Offer Price of Rs. 4.90 (Rupees Four and Paise Ninety Only) is fair and reasonable and in accordance with SEBI (SAST) Regulations. The IDC's recommendation was published on Thursday, December 26, 2013 in the same newspapers in which the DPS was published, as mentioned above.
3. There has been no competitive bid to this Offer.
4. The Letter of Offer ("LOO") has been dispatched to all the Shareholders on Friday, December 20, 2013.
5. Please note that a copy of the Letter of Offer (including Form of Acceptance cum Acknowledgment) is also available on the website of SEBI at http://www.sebi.gov.in and the Eligible Shareholders can also apply by downloading such forms from SEBI website. Further, in case of non-receipt / non-availability of the Form of Acceptance cum Acknowledgment, the application can be made on plain paper along with the following details and to be sent to Registrar to the Offer:
   - In the case of the Equity Shares held in physical form, the name, address, number of the Equity Shares held, number of the Equity Shares offered, distinctive numbers and folio number together with the original Equity Share certificate(s) and valid transfer deed(s) and or such other documents as specified in LOO, additionally in the case of unregistered shareholder, the original contract note issued by a registered share broker of a recognized stock exchange through whom such Equity Shares were acquired is also to be submitted.
   - In the case of the Equity Shares held in dematerialized form, the depository participant ("DP") name, DP ID, account number together with a photocopy or counterfoil of the delivery instruction slip in "off-market" mode duly acknowledged by the DP for transferring the Equity Shares to the special depository account **("Escrow Demat Account")**, as per the details given below alongwith such other documents as specified in the Letter of Offer:

DP Name	Ventura Securities Limited
DP ID	IN303116
Client ID No.	11255093
Account Name	LIIPL BROADCAST INITIATIVES OPEN OFFER ESCROW DEMAT ACCOUNT
Depository	National Securities Depository Limited ("NSDL")

Note: The Shareholders having their beneficiary account in CDSL shall use the inter-depository instruction slip for the purpose of crediting their Equity Shares in favour of the Depository Escrow Account with NSDL.

6. All observations received from SEBI in terms of Regulation 16(4) of the SEBI (SAST) Regulations have been incorporated in the Letter of Offer.
7. As on date, Acquirer has not received prior approval of Ministry of Information and Broadcasting, Government of India **(MIB)**. This Open Offer and acquisition of shares through SPA and subsequently change of Management is subject to the prior approval of MIB and subject to other statutory approvals required or become applicable prior to completion of this offer and this offer would be subject to the receipt of such other statutory approvals that may become applicable at a later date. In case the approval from MIB is not received in time, the Acquirer intended to go ahead with the Offer and complete the open offer process. However, the acquisition under SPA and change of Management will be effected only after the receipt of MIB approval.
8. **Schedule of Activities:**

Activity	Day and Date
Date of Public Announcement (PA)	Thursday, September 26, 2013
Date of publication of the Detailed Public Statement (DPS)	**Monday, September 30, 2013**
Identified Date*	**Friday, December 13, 2013**
Last date for making a competing offer	Wednesday, October 23, 2013
Date when Letter of Offer were dispatched	Friday, December 20, 2013
Date of commencement of Tendering Period (Offer Opening Date)	**Monday, December 30, 2013**
Date of closing of tendering period (Offer Closing Date)	**Friday, January 10, 2014**
Date by which all requirements including payment of consideration would be completed	Monday, January 27, 2014
Date by which the underlying transaction which triggered Open Offer will be completed	Sunday, July 27, 2014

** Date falling on the 10th Working Day prior to the commencement of the Tendering Period, for the purposes of determining the Shareholders to whom the Letter of Offer was sent.*

Capitalised terms used but not defined in this advertisement shall have the meanings assigned to such terms in the PA and/or DPS and/or CoR and/or Letter of Offer. The Acquirer and the Directors of Acquirer accept full responsibility for the information contained in this advertisement and also accept responsibility for the obligations of the Acquirer laid down under the SEBI (SAST) Regulations.

This advertisement is expected to be available on the SEBI website at ***www.sebi.gov.in***

ISSUED BY MANAGER TO THE OFFER

CHARTERED CAPITAL AND INVESTMENT LIMITED

SEBI Registration No.: INM000004018

418-C, "215 Atrium", Andheri Kurla Road Andheri (East), Mumbai 400 093

Tel. No.: 022- 6692 4111, **Fax No.:** 022-6692 6222 **Email:** mumbai@charteredcapital.net

Contact Person: Mrs. Menka Jha/Ms. Swati Agrawal

'Sobhagya'

Place : Mumbai
Date : Thursday, December 26, 2013

For and on behalf of the Acquirer
Prosperity Agro India Limited