Public Announcement ("PA") under Regulation 15(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Open Offer ("Offer") for acquisition of upto 65,81,640 (Sixty Five Lakh Eighty One Thousand Six Hundred and Forty) equity shares of Rs. 10/- each from equity shareholders of Broadcast Initiatives Limited ("Target Company"), a company registered under the Companies Act, 1956 and having its Registered Office at 5th Floor, HDIL Towers, Anant Kanekar Marg, Bandra East, Mumbai 400051 by Prosperity Agro India Limited ("PAIL" or "Acquirer") a company registered under the Companies Act, 1956 and having its Registered Office at Office No. 502, 4th Floor, Prosperity Heights, CTS No. 6769, Mitra Mandal Chowk, Parvati, Pune, 411 009 pursuant to and in compliance with Regulations 3(1) and 4 of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 as amended and subsequent amendments thereto (hereinafter referred as "SEBI (SAST) Regulations").

1. **Offer Details**

1.1. **Offer Size:** Upto 65,81,640 (Sixty Five Lakh Eighty One Thousand Six Hundred and Forty) equity shares of Rs. 10/- each representing 26% of the Equity Share Capital / Voting Capital of the Target Company.

1.2. **Offer Price/ Consideration:** The Offer Price is Rs. 4/- (Four only) per equity share of Rs. 10/- each

1.3. **Mode of Payment:** The Offer Price is payable in Cash.

1.4. **Type of Offer**: The ***Offer*** is a triggered offer and is made by the Acquirer in compliance with Regulations 3(1) and 4 of the SEBI (SAST) Regulations, 2011.

2. **Transaction which has triggered the Open Offer obligations (Underlying Transaction)**

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/ VRs acquired (Rs.)**	**Mode of Payment (Cash/ securities)**	**Regulations which has triggered**
		Number	**% vis a vis total equity/ voting capital**			
Direct	Share Purchase Agreement	1,32,40,168 Equity Shares	52.30%	5,00,47,835.04	Cash	3(1) and 4

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3. **Acquirers(s) / PAC(s)**

Details	**Acquirer**
Name of Acquirer	Prosperity Agro India Limited (formerly known as Samrruddha Jivan Agro India Limited)
Address	Office No. 502, 4th Floor, Prosperity Heights, CTS No. 6769, Mitra Mandal Chowk, Parvati, Pune, 411 009
Name(s) of persons in control /promoters of Acquirer/ PAC where Acquirer/ PAC are companies	**Promoters of the Acquirer & Persons in Control:** Mr. Santosh Paygude (Promoter) Mr. Santosh Mali (Promoter) Mr Hrishikesh Kanase (Promoter Group) **There is no other person acting in concert with the Acquirer for the purpose of this Open Offer.**
Name of the Group, if any, to which the Acquirer/PAC belongs to	None
Pre Transaction shareholding: • Number • % of total share capital	Nil
Proposed shareholding after the acquisition of shares which triggered the Open Offer	After acquisition of the equity shares which triggered the Open Offer, the Acquirer will hold 1,32,40,168 equity shares, representing 52.30% of the Voting Share Capital of the Target Company
Any other interest in the Target Company	Nil

4. **Details of selling shareholders, if applicable**

Name	**Part of Promoter Group (Yes/No)**	**Details of shares/ voting rights held by the selling shareholders**			
		Pre Transaction		**Post Transaction**	
		Number of shares	**%**	**Number of shares**	**%**
HDIL Infra Projects Private Limited	Yes	1,16,44,440	46.00%	Nil	Nil
Mr. Rakesh Kumar Wadhawan	Yes	6,32,850	2.50%	Nil	Nil
Mr. Sarang Rakesh Wadhawan	Yes	6,12,086	2.42%	Nil	Nil
Mr. Ashok Kumar Gupta	Yes	2,02,222	0.80%	Nil	Nil
Mr. Waryam Singh	Yes	1,26,570	0.50%	Nil	Nil
Mr. Karan Kumar Gupta	Yes	22,000	0.09%	Nil	Nil
Total		**1,32,40,168**	**52.30%**	Nil	Nil

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5. **Target Company**

5.1 **Name** : Broadcast Initiatives Limited

5.2 **Registered Office** : 5th Floor, HDIL Towers, Anant Kanekar Marg, Bandra East, Mumbai 400051, India

5.3 **Exchange where Listed** : BSE Limited and The National Stock Exchange of India Limited

6. **Other Details**

6.1 Further details of the Offer shall be published on or before Friday, October 04, 2013 in the Detailed Public Statement to be issued in terms of the proviso to Regulation 13(4) of the SEBI (SAST) Regulations which will be published as specified under Regulation 14(3) of the SEBI (SAST) Regulations.

6.2 The Acquirer and Directors of Acquirer undertakes that they are aware of and will comply with their obligations under the SEBI (SAST) Regulations and Acquirer has adequate financial resources to meet the Offer obligations under the SEBI (SAST) Regulations.

6.3 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 being issued pursuant to a competing offer in terms of Regulation 20 of the SEBI (SAST) Regulations.

6.4 This PA is expected to be available on SEBI website i.e. *www.sebi.gov.in*

ISSUED BY MANAGER TO THE OFFER

For and on behalf of the Acquirer, Prosperity Agro India Limited

CHARTERED CAPITAL AND INVESTMENT LIMITED
Contact Person: Mrs. Menka Jha/Ms. Swati Agrawal
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
SEBI Registration No.: INM000004018

Place : Mumbai

Date : Thursday, September 26, 2013

CHARTERED CAPITAL AND INVESTMENT LTD.