Post Offer Advertisement under Regulation 18 (12) in terms of SEBI (Substantial Acquisition of Shares and Takeovers), Regulations, 2011

OF

BROADCAST INITIATIVES LIMITED

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 representing 26% of the total Paid-up Equity Share Capital/Voting Capital, from the equity shareholders of Broadcast Initiatives Limited ("BIL"/"Target Company"), by Prosperity Agro India Limited ("the Acquirer").

This Post Offer 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 (12) 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. Name of the Target Company : Broadcast Initiatives Limited
2. Name of the Acquirer(s) and PAC : Prosperity Agro India Limited
3. Name of the Manager to the Offer : Chartered Capital and Investment Limited
4. Name of the Registrar to the Offer : Link Intime India Private Limited
5. Offer Details :
   a. Date of Opening of the Offer : Monday, December 30, 2013
   b. Date of Closure of the Offer : Friday, January 10, 2014
6. Date of Payment of Consideration : Friday, January 17, 2014
7. Details of Acquisition :

Sr. No.	Particulars	Proposed in the Offer Document	Actuals
7.1	Offer Price	Rs. 4.90	Rs. 4.90
7.2	Aggregate number of shares tendered	65,81,640 *	24,316
7.3	Aggregate number of shares accepted	65,81,640 *	23,073
7.4	Size of the Offer (Number of shares multiplied by Offer Price per share)	Rs. 3,22,50,036 *	Rs. 1,13,057.70
7.5	Shareholding of the Acquirer before Agreements/Public Announcement (No. & %)	NIL NA	NIL NA
7.6	Shares Acquired by way of Agreements • Number • % of Fully Diluted Equity Share Capital	1,32,40,168 52.30%	1,32,40,168[1] 52.30%[1]
7.7	Shares Acquired by way of Open Offer • Number • % of Fully Diluted Equity Share Capital	65,81,640* 26.00%	23,073 0.09%
7.8	Shares acquired after Detailed Public Statement • Number of shares acquired • Price of the shares acquired • % of the shares acquired	NIL NA NA	NIL NA NA
7.9	Post offer share holding of Acquirer • Number • % of Fully Diluted Equity Share Capital	1,98,21,808 78.30%	1,32,63,241[2] 52.39%[2]
7.10	Pre offer shareholding of the Public • Number • % of Fully Diluted Equity Share Capital Post offer shareholding of the Public • Number • % of Fully Diluted Equity Share Capital	1,20,73,832 47.70% 54,92,192* 21.70%	1,20,73,832 47.70% 1,20,50,759 47.61%

**Assuming full acceptance in Offer.*

Note :

(1) As on date, Acquirer has not acquired 1,32,40,168 equity shares representing 52.30% of total equity share capital under Share Purchase Agreement (SPA), since the approval of Ministry of Information and Broadcasting, Government of India (MIB) is still awaited. The acquisition under SPA and change of Management will be effected only after the receipt of MIB approval.

(2) Includes the shares under SPA which is not acquired by the Acquirer as mentioned in Note (1) above.

8. The Acquirer along with its Directors severally and jointly accept full responsibility for the information contained in this Post Offer Advertisement and also for the obligations under SEBI (Substantial Acquisition of Shares and Takeovers), 2011.
9. A copy of this Post Offer Advertisement will be available on the websites of SEBI (www.sebi.gov.in), BSE Limited (www.bseindia.com) and National Stock Exchange of India Limited (*www.nseindia.com*) and registered office of the Target Company. Capitalized 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.

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

Place: Mumbai
Date: Wednesday, January 22, 2014

For and on behalf of the Acquirer
Prosperity Agro India Limited