

**OFFER OPENING ADVERTISEMENT**  
**DELTA INDUSTRIAL RESOURCES LIMITED**

Registered office: 16, Community Centre, New Friends Colony, New Delhi - 110065  
Ph: +91-11-64553553

This Advertisement is being issued by Sobhagya Capital Options Limited, ("Manager to the Offer"/ "Manager"), on behalf of Mr. Pawan Kumar Mittal, Mrs. Kiran Mittal and Pawan Kumar Mittal (HUF) (hereinafter collectively referred to as "the Acquirers"), pursuant to Regulation 18(7) the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto, if any ("SEBI (SAST) Regulations") in respect of the Open Offer (the "Offer") to acquire upto 16,67,380 (Sixteen Lacs Sixty Seven Thousand Three Hundred and Eighty) Fully Paid up Equity Shares of the face value of Rs. 10/- each ("Offer Shares"), representing in aggregate, 30.92% of the total Equity Share Capital of Delta Industrial Resources Limited (the "Target Company"). The Detailed Public Statement ("DPS") with respect to the aforementioned offer was published in all editions of the Business Standard (English) and Business Standard (Hindi) on May 09, 2014.

1. The Offer Price is Rs. 10/- (Rupees Ten Only) per Equity Share. There has been no revision in the Offer Price.
2. The Committee of Independent Directors (hereinafter referred to as "IDC") of the Target Company recommended that the Offer Price of Rs. 10 per Equity Share is fair and reasonable. The recommendation of the IDC was published on August 09, 2014 in all editions of the Business Standard (English) and Business Standard (Hindi).
3. The Offer is not a competing offer in terms of Regulation 20 of the SEBI (SAST) Regulations. Further, there has been no competitive bid to this Offer.
4. The Letter of Offer (including Form of Acceptance cum acknowledgement) (hereinafter collectively referred to as "Letter of Offer") dated July 31, 2014 was dispatched, through Registered Post, to all the Equity Shareholders, except the Acquirers, by August 07, 2014.
5. The Letter of Offer will also be available on SEBI's website (<http://www.sebi.gov.in/>) and is available on the Manager to Offer's website ([www.sobhagyacapital.com](http://www.sobhagyacapital.com)) and the Shareholders can also apply by downloading the form of acceptance from the websites as mentioned above. Further, in case of non-receipt/non-availability of the form of acceptance, the application can be made on plain paper along with the following details:
  - a. **In case of Equity Shares held in physical form:** Name, addresses, distinctive numbers, folio numbers, number of Equity Shares held, number of shares tendered along with the documents to prove their title to such Equity Shares such as broker note, succession certificate, original share certificate/original letter of allotment and valid share transfer deeds (one per folio), duly signed by such shareholders (in case of joint holdings in the same order as per the specimen signatures lodged with Target Company), and witnessed (if possible) by the notary public or a bank manager or the member of the stock exchange with membership number. **The details of the Acquirers should be kept blank.**
  - b. **In Case of Equity Shares held in dematerialized form:** name, addresses, number of Equity Shares held, Depository name, Depository I.D., Client name, Client I.D., number of Equity Shares offered along with a photocopy of the original delivery instructions in "Off-market" mode or counterfoil of the delivery instruction in "Off-market" mode, duly acknowledged by the Depository Participant, in favour of Depository Escrow Account.

The details of the Depository Escrow Account is as under:

|              |                                                  |
|--------------|--------------------------------------------------|
| DP Name      | K K SECURITIES LIMITED                           |
| DP ID        | IN300468                                         |
| Client ID    | 10088290                                         |
| Depository   | National Securities Depository Ltd. (NSDL)       |
| Account Name | "SKYLINE-DELTA-OPEN OFFER- ESCROW DEMAT ACCOUNT" |

Shareholders having their beneficiary account in Central Depository Services (India) Limited ("CDSL") shall use the inter-depository delivery instruction slip for the purpose of crediting their Equity Shares in favour of the Depository Escrow Account with NSDL.

6. In terms of Regulation 16(1) of the SEBI (SAST) Regulations, 2011, the Draft Letter of Offer was submitted to SEBI on May 17, 2014 and all the observations suggested by SEBI vide their letter no. CFD/DCR/AT/PA/22413/2014 dated July 30, 2014 have been duly incorporated in the Letter of Offer.
7. There have been no other material changes in relation to the Offer, since the date of the Public Announcement on May 02, 2014, save as otherwise disclosed in the DPS and the Letter of Offer.
8. As of the date of the Letter of Offer, to the best of the knowledge of the Acquirers, there are no statutory approvals required by the Acquirers to complete the Offer. NRI and OCB holders of Shares, if any, must obtain all approvals required for tendering the Shares held by them pursuant to this Offer and submit such approvals along with the Form of Acceptance-cum-Acknowledgement and other documents required to accept this Offer. However, in case of any statutory approvals being required by the Acquirers at a later date before the closure of the Tendering Period, the Offer shall be subject to all such statutory approvals and the Acquirers shall make the necessary applications for such approvals.
9. Schedule of Activities

| Nature of Activity                                                                   | Day and Date               |
|--------------------------------------------------------------------------------------|----------------------------|
| Date of the Public Announcement                                                      | Friday, May 02, 2014       |
| Last date of publication of the Detailed Public Statement                            | Friday, May 09, 2014       |
| Last date for a Competing Offer                                                      | Monday, June 02, 2014      |
| Identified Date*                                                                     | Thursday, July 31, 2014    |
| Last Date for dispatch of Letter of Offer to the Shareholders                        | Thursday, August 07, 2014  |
| Date of commencement of tendering period (Offer Opening Date)                        | Thursday, August 14, 2014  |
| Date of expiry of tendering period (Offer Closing Date)                              | Monday, September 01, 2014 |
| Date by which all requirements including payment of consideration would be completed | Monday, September 15, 2014 |

*\*Identified Date is only for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of Equity Shares of the Target Company (except the Acquirers) are eligible to participate in the Offer any time before the closure of the Offer.*

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 Letter of Offer.

The Acquirers accept full responsibility for the information contained in this Advertisement and also for the obligations of the Acquirers as laid down in the SEBI (SAST) Regulations.

Issued by Manager to the Offer



**SOBHAGYA CAPITAL OPTIONS LIMITED**  
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Website: [www.sobhagyacapital.com](http://www.sobhagyacapital.com)  
Contact Person: Ms. Archana Sharma and  
Mr. Rajeev Kumar Nayak

For and on behalf of the **Acquirers**

**(PAWAN KUMAR MITTAL)**

**(KIRAN MITTAL)**

**(PAWAN KUMAR MITTAL (HUF))**

Place: New Delhi  
Date : August 11, 2014