

ENBEE TRADE & FINANCE LIMITED

Registered Office:- Imambada Road, Nagpur, Maharashtra, 440018, India; Tel: 0712 - 2720071-80

Fax: 0712 - 2728050; Email: cs@bajajngp.com; Website: www.enbeetrade.com

COMPANY IDENTIFICATION NUMBER: L50100MH1985PLC036945

This Advertisement is being issued by Saffron Capital Advisors Private Limited, on behalf of Mr. Amar Gala ("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 Enbee Trade & Finance Limited ("Target Company"). The Detailed Public Statement with respect to the aforementioned offer was published on April 24, 2015 in Financial Express (English National Daily), Jansatta (Hindi National Daily), Mumbai Tarun Bharat (Marathi) and Daily Mahasagar (Regional Language Daily). Subsequently, corrigendum to DPS was published on December 04, 2015 ("Corrigendum") in the same newspapers in which the DPS was published.

The shareholders of the Target Company are requested to kindly note the following:

- Offer Price is ₹ 50/- (Rupees Fifty Only) per Equity Share. There has been no upward revision in the Offer Price.
- Committee of Independent Directors (hereinafter referred to as "IDC") of the Target Company has recommended that the Offer is fair and reasonable and in line with the SEBI (SAST) Regulations. Further, IDC is of the view that the Offer Price is in line with the parameters prescribed by SEBI in the SEBI (SAST) Regulations. The IDC's recommendation was published on December 05, 2015 in the same newspapers in which the DPS was published.
- The Offer is not a competing offer in terms of Regulation 20 of SEBI (SAST) Regulations.
- The Letter of Offer with respect to the Offer ("LoF") dated November 28, 2015, was dispatched to all the Eligible Shareholders on December 02, 2015 as per the letter dated December 03, 2015 received from Registrar to the Open Offer.
- Please note that a copy of the LoF (including Form of Acceptance-cum-Acknowledgement) will also be available on SEBI's website (www.sebi.gov.in) during the Tendering Period and Eligible Shareholders can also apply by downloading such forms from SEBI's website. Further, in case of non-receipt/non-availability of the Form of Acceptance-cum-Acknowledgement, the application can be made on plain paper along with the following details:
 - In case of Equity Shares held in physical form: Name and address of first holder, name(s) and address(es) of joint holder(s) (if any), registered folio number, share certificate number, distinctive numbers, number of Equity Shares held, number of Equity Shares offered, original share certificate(s), original broker contract note of a registered broker (in case of unregistered shareholders) and valid share transfer form(s). The details of the Acquirer should be kept blank. In case the share certificate(s) and the transfer deed(s) are lodged with the Target Company/its transfer agents for transfer, then the acceptance shall be accompanied by the acknowledgment of lodgment with, or receipt by, the Target Company/its transfer agents, of the share certificate(s) and the transfer deed(s);
 - In case of Equity Shares held in dematerialized form: Name, address, number of Equity Shares held, number of Equity Shares tendered, depository participant ("DP") name, DP ID, beneficiary account number and a photocopy or counterfoil of the delivery instructions in "Off-Market" mode, duly acknowledged by the DP in favor of the special depository account.

The details of the special depository account are as under:

Depository Name	CDSL
Account Name	Enbee Trade And Finance-Open Offer- Operated By- Adroit Corporate Services Pvt Ltd
Depository Participant ("DP") Name	LKP Securities Limited
DP ID Number	12030000
Beneficiary Account Number	00846586
ISIN	INE993I01011
Market	Off-Market

Shareholders having their beneficiary account in NSDL have to use the inter-depository Delivery Instruction slip for the purpose of crediting their Equity Shares in favour of Special Account with CDSL.

- In terms of Regulation 16(1) of the SEBI (SAST) Regulations, the Draft Letter of Offer was submitted to SEBI on May 05, 2015. All observations received from SEBI by way of their letter no. CFD/DCR/1/32099/15 dated November 18, 2015 in terms of Regulation 16(4) of the SEBI (SAST) Regulations have been incorporated in the LoF.
- There have been no other material changes in relation to the Offer, since the date of the public announcement on April 17, 2015, save as otherwise disclosed in the DPS and Corrigendum.
- Schedule of Activities:**

Activity	Day and Date
Public Announcement (PA)	Friday, April 17, 2015
Publication of DPS in the newspapers	Friday, April 24, 2015
Filing of the draft letter of offer with SEBI	Tuesday, May 05, 2015
Last date for a competitive bid	Tuesday, May 19, 2015
Last date for SEBI observations on draft letter of offer (in the event SEBI has not sought clarifications or additional information from the Manager to the Offer)	Friday, November 20, 2015
Identified Date*	Tuesday, November 24, 2015
Letter of Offer to be dispatched to shareholders	Wednesday, December 02, 2015
Last date for revising the Offer price/ number of shares	Friday, December 04, 2015
Last Date by which the committee of the independent directors of the Target Company shall give its recommendation	Monday, December 07, 2015
Date of publication of Offer Opening Public Announcement	Tuesday, December 08, 2015
Date of commencement of Tendering Period (Offer Opening Date)	Wednesday, December 09, 2015
Date of Expiry of Tendering Period (Offer Closing Date)	Tuesday, December 22, 2015
Last Date for completion of all requirements including payment of consideration	Wednesday, January 06, 2016

* Identified Date is only for the purpose of determining the names of the Shareholders of the Target Company as on such date to whom the Letter of Offer would be sent. It is clarified that all the shareholders holding Equity Shares of the Target Company (registered or unregistered) (except the parties to the SPA) are eligible to participate in this Offer any time before the closure of this Offer

Capitalised terms used but not defined in this Advertisement shall have the same meanings assigned to such terms in the Public Announcement and/or DPS and/or LoF and/or Corrigendum. The Acquirer accepts full responsibility for the information contained in this Advertisement and also for the obligations of the Acquirer as laid down in SEBI (SAST) Regulations. This Advertisement will also be available on SEBI's website at www.sebi.gov.in

Issued by the Manager to the Offer on behalf of the Acquirer



SAFFRON CAPITAL ADVISORS PRIVATE LIMITED

Company Identification Number: U67120MH2007PTC166711

605, Sixth Floor, Centre Point, J. B. Nagar, Andheri (East), Mumbai - 400 059, India

Tel. No.: +91 22 4082 0917; Fax No.: +91 22 4082 0999

Email id: openoffers@saffronadvisor.com; Website: www.saffronadvisor.com

Investor grievance: investorgrievance@saffronadvisor.com

SEBI Registration Number: INM 000011211; Contact Person: Amit Wagle

Place: Mumbai

Date: December 07, 2015