NOTICE TO THE SHAREHOLDERS OF

FORTUNE FINANCIAL SERVICES (INDIA) LIMITED

(THE "TARGET COMPANY")

This notice ("**Notice**") is being issued by Elara Capital (India) Private Limited ("**Manager to the Offer**") for and on behalf of Sharyans Resources Limited ("**Acquirer I**"), Fine Estates Private Limited ("**Acquirer II**"), Aditya Infotech Private Limited ("**Acquirer III**"), and Neostar Developers LLP ("**Acquirer IV**") (collectively referred to as "**Acquirers**") along with Mr. Sudhir V. Valia ("**PAC I**"), Ms. Raksha S. Valia ("**PAC II**"), Mr. Vijay M. Parekh ("**PAC III**") and Mr. Paresh M. Parekh ("**PAC IV**"), in their capacity as persons acting in concert with the Acquirers (collectively referred to as "**PACs**") pursuant to and in compliance with the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (as amended) ("**SEBI (SAST) Regulations, 2011**") to update the schedule of activities in relation to the open offer as was disclosed in the (a) letter of offer dated March 13, 2014 issued by the Acquirers and the PACs; and (b) pre-offer advertisement dated March 20, 2014 published in the Financial Express, Jansatta and Mumbai Lakshadeep (Mumbai edition). On March 25, 2014 a corrigendum was published in the Financial Express, Jansatta and Mumbai Lakshadeep (Mumbai edition) with respect to the correct details of the depository escrow account, regarding the DP ID and the client ID.

Pursuant to the SEBI letter dated March 28, 2014, the public shareholders of the Target Company are requested to kindly note that the schedule of activities in relation to the open offer has been revised *inter-alia* due to the extension of the closure of the tendering period by two working days i.e. from Friday, April 4, 2014 to Wednesday, April 9, 2014. In this regard, set out below is the revised schedule of activities:

Activity	Original Schedule	Revised Schedule
Date of commencement of Tendering Period	Friday, March 21, 2014	Friday, March 21, 2014
Date of closure of Tendering Period	Friday, April 4, 2014	Wednesday, April 9, 2014
Last date of communicating of rejection / acceptance and payment of consideration for accepted tenders / return of unaccepted shares	Wednesday, April 23, 2014	Friday, April 25, 2014
Last date for issue of post-offer advertisement	Friday, May 2, 2014	Monday, May 5, 2014
Last date for filing of final report with SEBI	Friday, May 2, 2014	Monday, May 5, 2014

All other terms and conditions of the open offer remain unchanged.

The Acquirers along with their respective directors / designated partners and PACs, severally and jointly accept full responsibility for the information contained in this Notice and also accept responsibility for the obligations of the Acquirers and PACs laid down under the SEBI (SAST) Regulations, 2011. A copy of the Notice is expected to be available on SEBI's website (http://www.sebi.gov.in/).

For further details, please refer to the letter of offer.

ISSUED FOR AND ON BEHALF OF THE ACQUIRERS AND THE PACs BY THE MANAGER TO THE OFFER

ElaraCapital

Elara Capital (India) Private Limited

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Place: Mumbai

Date : March 28, 2014