GEE EL WOOLLENS LIMITED

("GEE EL"/"TARGET COMPANY"/"TC")

Registered Office:- H-35, Sainik Farms, New Delhi - 110062

Tel: 011-29551005

Advertisement under Regulation 18(7) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This Advertisement is being issued by D & A Financial Services (P) Limited (the "**Manager to the Offer**"), on behalf of M/s Atlas Jewellry Private Limited ("**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 **GEE EL Woollens Ltd** ("**GEE EL**"/ "**Target Company**").The Detailed Public Statement("**DPS**")with respect to the afore-mentioned offer was published on March 06, 2013 (Wednesday) in Business Standard (English-All Editions), Business Standard (Hindi-All Editions) and Lakshdeep (Marathi), Mumbai Editions.

1. Offer Price is Rs 9.50 (Rupees Nine and Paisa Fifty Only) per Equity Share.
2. Committee of Independent Directors (hereinafter referred to as "**IDC**") of the Target Company recommends that the open offer price of Rs 9.50 per fully paid up equity shares is fair and reasonable based on the following reasons:
   (a) The Offer Price of Rs. 9.50/- per fully paid up equity share offered by Acquirer is more than the price paid to outgoing promoters who sold their holdings via SPA at Rs. 9/- per fully paid up equity share.
   (b) The volume weighted average market price of Equity Shares of the Target Company for a period of sixty trading days immediately preceding the date of the Public Announcement is Rs 9.07 per share and offer price of Rs 9.50 per share is more than the price as calculated by this method.
   (c) The Offer price also appears to be reasonable considering that at present there are no business activities in the Target Company.

The IDC's recommendation was published on April 23, 2013 (Tuesday) in the same newspapers where Detailed Public Statement was published.

3. This offer is not a competing offer.
4. The Letter of Offer dated April 12, 2013 has been dispatched to the shareholders on April 17, 2013.
5. A copy of the Letter of Offer (including Form of Acceptance cum acknowledgement) will also be available on SEBI's website (www.sebi.gov.in) during the offer period and shareholders can also apply by downloading such forms from the website. 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:

Name(s) & Address(es) of Joint Holder(s) (if any), Number of Shares held, Number of Shares tendered, Distinctive Numbers, Folio Number, Original share Certificate(s) and duly signed share transfer form(s).

6. In terms of Regulation 16(1) of the SEBI (SAST) Regulations, 2011, the Draft Letter of Offer was submitted to SEBI on March 11, 2013. All the observations made by SEBI vide letter no.CFD/DCR1/8419/13 dated April 08, 2013, has been incorporated in the Letter of Offer.
7. There have been no material changes in relation to the Open Offer since the date of the PA, save as otherwise disclosed in the DPS and the Letter of Offer.
8. As on the date, there are no statutory approvals required to implement this offer. However, the Offer shall be subject to all statutory approvals that may become applicable on a later date.
9. Schedule of Activities:

S. No.	Activity	Days & Dates
1.	**Date of Public Announcement**	**Wednesday, February 27, 2013**
2.	Date of Publication of Detailed Public Statement	Wednesday, March 06, 2013
3.	Filing of the Draft letter of Offer to SEBI	Wednesday, March 13, 2013
4.	Last Date for a competitive offer(s)	Thursday, March 28, 2013
5.	**Identified Date***	**Tuesday, April 09, 2013**
6.	Date by which Final Letter of Offer will be dispatched to the shareholders	Wednesday, April 17, 2013
7.	**Last Date for revising the Offer Price/ number of shares.**	**Monday, April 22, 2013**
8.	Date by which the committee of the independent directors of the Target Company shall give its recommendations.	Tuesday, April 23, 2013
9.	**Date of Publication of Offer Opening Public Announcement**	**Thursday, April 25, 2013**
10.	**Date of commencement of Tendering Period (Offer Opening date)**	**Friday, April 26, 2013**
11.	**Date of Expiry of Tendering Period (Offer Closing date)**	**Monday, May 13, 2013**
12.	Last Date of communicating rejection/acceptance and payment of consideration for applications accepted/ return of unaccepted share certificates/ credit of unaccepted Equity Shares to Demat Account.	Monday, May 27, 2013

**The identified date is only for the purpose of determining the public shareholders as on such date to whom the Letter of Offer would be mailed. It is clarified that all the Public Shareholders (registered or unregistered) are eligible to participate in this offer at any time prior to the closure of tendering period.*

Issued by Manager to the Offer on behalf of the Acquirers:

D & A FINANCIAL SERVICES (P) LIMITED
13, Community Centre, East of Kailash, New Delhi - 110065.
Tel nos.: 011-26419079/ 26218274;
Fax no.: 011 - 26219491;
Email: dafspl@gmail.com
Contact Person: Mr. Priyaranjan

Date: 24.04.2013
Place: New Delhi