DETAILED PUBLIC STATEMENT FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF

PRIMA COMMUNICATIONS LIMITED

CIN: L65999WB1982PLC065038

Registered Office: Pressman House, 10A Lee Road, Kolkata-700 020,
Tel. (033) 40310810/0811; Fax- (033) 40310813,
Email-Id: primacommunicationsltd@gmail.com

OPEN OFFER FOR ACQUISITION OF 2,52,285 (TWO LAKHS FIFTY TWO THOUSAND TWO HUNDRED AND EIGHTY FIVE) EQUITY SHARES FROM THE EQUITY SHAREHOLDERS OF PRIMA COMMUNICATIONS LIMITED (HEREINAFTER REFERRED TO AS THE "TARGET COMPANY" OR "PCL") BY MR. SUNIL KUMAR PODDAR AND M/S. PODDAR GLOBAL PRIVATE LIMITED (HEREINAFTER COLLECTIVELY REFERRED TO AS "THE ACQUIRERS").

This Detailed Public Statement ("**DPS**") is being issued by VC Corporate Advisors Private Limited, the Manager to the Offer ("**Manager**"), on behalf of the Acquirers, in compliance with regulation 13(4) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto ("**SEBI (SAST) Regulations**") pursuant to the Public Announcement ("**PA**") filed on 15.01.2016 with The Calcutta Stock Exchange Limited ("**CSE**"), the Securities and Exchange Board of India ("**SEBI**") and the Target Company in terms of regulation 3(1) & 4 of the SEBI (**SAST**) Regulations.

I. THE ACQUIRERS, SELLERS, TARGET COMPANY AND OFFER:

A. INFORMATION ABOUT THE ACQUIRERS:

A. 1 MR. SUNIL KUMAR PODDAR

1. Mr. Sunil Kumar Poddar, S/o of Late Sheo Ram Karan Poddar; aged about 49 years is residing at 2A-206, Rang Rasayan Apartments, Sector - 13, Rohini, Delhi - 110085, Tel. (011)- 27018536/34, email: **sunil.poddar@poddarglobal.in**. Mr. Sunil Kumar Poddar is a commerce graduate from the University of Calcutta having an experience of more than 25 years in newsprint and supply chain logistical industry.
2. Mr. Vinay Kumar Agrawal, proprietor of Agrawal Vinay & Associates, Chartered Accountants, having office at 114, M. J. Shopping Centre, 3-V, S. Block, Shakarpur, Delhi- 110 092; Tel. 011- 22500530; E-mail: **agrawalvinay@indiatimes.com**, has certified vide its certificate dated 30th September, 2015 that the Networth of Mr. Sunil Kumar Poddar as on 30.09.2015 is Rs. 52,95,00,000 (Rupees Thirty Two Crores Ninety Five Lakhs Only).
3. Mr. Sunil Kumar Poddar presently does not hold any shares in the Target Company.
4. Mr. Sunil Kumar Poddar has not been prohibited by SEBI anytime from dealing in securities in terms of directions issued under section 11B of the SEBI Act, 1992 as amended ("SEBI Act") or under any other regulation made under the SEBI Act.

A.2 M/S. PODDAR GLOBAL PRIVATE LIMITED ('PGPL')

1. Poddar Global Private Limited (CIN: U74899DL1995PTC065141) was incorporated on 7th February 1995 with the Registrar of Companies, N.C.T of Delhi and Haryana in the name of Poddar Distributors Private Limited. The name was changed to Poddar Global Private Limited and fresh certificate of incorporation was issued by the Registrar of Companies on 3rd September, 1996. The name of PGPL was again changed to Poddar Global Limited and fresh certificate of incorporation consequent upon conversion into Public Limited Company was issued by the Registrar of Companies on 9th February 1999. The name of PGPL was lastly changed to the current name and fresh certificate of incorporation pursuant to conversion to private limited company was issued by the Registrar of Companies on 28th October 2015. The registered office of PGPL is situated at 2D, Ecospace Business Enclave, 2nd floor, Harsh Vihar Crossing, Pitampura, Delhi – 110034, Tel. (011) 27016534/35, Fax: (011) 27016536, Email: info@poddarglobal.in.
2. PGPL is a Supply Chain Logistic Company specializing in Newsprint and Paper Products having own Supply Chain, Warehouses and Paper Conversion facility and supplies Standard Newsprint and other Publication paper to majority of Indian Newspapers and Magazines.
3. Mr. Sunil Kumar Poddar and Mrs. Sandeepa Poddar are the directors of PGPL.
4. PGPL has an authorized capital of Rs. 2,00,00,000/- (Rupees Two Crores only) constituting 20,00,000 (Twenty Lakhs) Equity Shares of Rs. 10/- each and paid up equity share capital of Rs. 1,63,83,300 (Rupees One Crore Sixty Three Lakhs Eight Three Thousand Three Hundred Only) constituting 16,38,330 (Sixteen Lakhs Thirty Eight Thousand Three Hundred and Thirty Only) equity shares of Rs. 10/- each. The key shareholders and Promoters of PGPL are Mr. Sunil Kumar Poddar, Mrs. Sandeepa Poddar, Mrs. Ratni Devi Poddar, Sunil Kumar Poddar (HUF), RKP Services Private Limited and Urvi Poddar Trust and Master Umang Trust. The shares of PGPL are not listed on any stock exchanges as of the date of this DPS.
5. None of the directors/key employees of PGPL are interested or have any relationship with the Target Company.
6. PGPL has not been prohibited by SEBI anytime from dealing in securities in terms of directions issued under section 11B of the SEBI Act, 1992 as amended ("SEBI Act") or under any other regulation made under the SEBI Act.
7. Brief Consolidated Audited Financials of PGPL for the last 3 financial years and un-audited standalone certified financials for the 6 months period ended September 30, 2015 are given hereunder:

(Amount Rs. in lakhs)

Particulars	Consolidated	Audited (Consolidated)		
	30/09/2015 (Certified & Unaudited)	31.03.2015	31.03.2014	31.03.2013
Total Revenue	21890.90	47471.72	32351.70	27103.50
Net Income (PAT)	725.05	1515.94	1393.10	1093.99
EPS (Rs.)	44.26	92.53	92.08	72.57
Net Worth/ Shareholder's Fund	11331.07	10606.02	8603.47	6791.86

A.3 There is no person acting in concert ("PAC") with the Acquirers for the purpose of this open offer in terms of regulation 2(1)(q)(2) of the SEBI (SAST) Regulations.

B. INFORMATION ABOUT THE SELLERS:

B.1. The details of Sellers are as follows:

Sr. No.	Name of the Sellers	Nature of Entity	Residential Address	No. & % of Shares/ Voting Rights held before entering into the SPA dated 15.01.2016	No. & % of Shares/ Voting Rights proposed to be sold through the SPA dated 15.01.2016	Post sale Shareholding
1.	Dr. Niren Chand Suchanti	Individual	142 Maker Towers H, Cuffe Parade, Mumbai 400 005	84028 8.33%	84028 8.33%	NIL
2.	Mrs. Sujata Suchanti	Individual	142 Maker Towers H, Cuffe Parade, Mumbai 400 005	294128 29.16%	294128 29.16%	NIL
3.	Mr. Navin Chand Suchanti	Individual	10A Paramount, 25 Ballygunge Circular Road, Kolkata-700 019	321888 31.91%	321888 31.91%	NIL
4.	Mrs. Pramina Suchanti	Individual	10A Paramount, 25 Ballygunge Circular Road, Kolkata -700 019	56271 5.58%	56271 5.58%	NIL

B.2. The Sellers form part of the Promoter Group and are declared as the Promoters in the declaration filed with the CSE under the SEBI (SAST) Regulations and other applicable regulations. They do not belong to any group.

B.3. None of the Sellers mentioned above are prohibited by the SEBI from dealing in the securities, in terms of direction issued under Section 11B of SEBI Act as amended or under any other Regulations made under the SEBI Act.

C. INFORMATION ABOUT THE TARGET COMPANY:

C.1 Prima Communications Limited ("PCL") was originally incorporated as a Public Limited Company on 8th March 1982 in the name of Niren Holdings Limited in the state of West Bengal and obtained the Certificate of Commencement of Business and Certificate of Incorporation on 17th Companies Act, 1956 from the Registrar of Companies, West Bengal vide certificate dated 20th April 1982. The CIN of PCL is L65999WB1982PLC065038. The Registered Office of the PCL is presently situated at Pressman House, 10A Lee Road, Kolkata- 700 020, Tel. No.: (033) 40310810/0811; Fax- (033) 40310813, E-mail:primacommunicationsltd@gmail.com.

C.2 The Authorised Share Capital of PCL is Rs. 500.00 Lakhs divided into 50,00,000 Equity Shares of Rs. 10/- each. The Issued, Subscribed & Paid-up Capital of the PCL is Rs. 100.86 Lakhs comprising of 10,08,600 equity shares of Rs. 10/- each. PCL has established its connectivity with both the National Securities Depositories Limited and Central Depositories Services (India) Limited. The ISIN of PCL is INE729B01014 & the market lot for equity share is 1 (One).

C.3 The main object of the Target Company is to carry on the business of corporate, public and investor relations and advertising agents etc.

C.4 As on date, the Target Company does not have any partly paid-up equity shares. There are no outstanding warrants or options or similar instruments, convertible into Equity Shares at a later stage. No shares are subject to any lock in obligations.

C.5 The equity shares of PCL are listed at The Calcutta Stock Exchange Limited ("CSE") only. The equity shares of PCL are infrequently traded on CSE within the meaning of definition "frequently traded shares" under regulation 2(1)(j) of the SEBI (SAST) Regulations.

C.6 Brief audited financial information of PCL as per the Audited accounts for the year ended 31.03.2013, 31.03.2014, and 31.03.2015 are as follows:

(Amount Rs. in lakhs)

Particulars	Year ended 31.03.2015 (Audited)	Year ended 31.03.2014 (Audited)	Year ended 31.03.2013 (Audited)
Total Revenue	97.95	6.16	3.58
Net Income i.e. Profit/ (Loss) After Tax	77.43	4.88	2.23
EPS	7.68	0.58	0.26
Net worth /Shareholder' Funds	271.37	193.94	189.06

Source: Audited Annual Reports.

C.7 The present Board of Directors of PCL comprises of Dr. Niren Chand Suchanti, Mr. Navin Chand Suchanti, Mr. Beni Gopal Pasari and Mrs. Pramina Suchanti.

D. DETAILS OF THE OPEN OFFER:

D.1. The Acquirers are making an Open Offer to acquire 2,52,285 Equity Shares of Rs. 10/- each representing 25.01% of total equity and voting share capital of the Target Company, at a price of Rs. 25/- (Rupees Twenty Five Only) per equity share (the "Offer Price") payable in cash (the "Offer" or "Open Offer") subject to the terms and conditions mentioned hereinafter.

D.2. This Open Offer is being made to all the equity shareholders of the Target Company as on 25.02.2016 ("Identified Date"), except the parties to the SPA.

D.3. The payment of consideration shall be made to all the shareholders, who have tendered their equity shares in acceptance of the Open Offer, within ten working days of the expiry of the Tendering Period.

D.4. As on the date of DPS, no other statutory approvals are required to be obtained for the purpose of the Open Offer. If any other statutory approvals are required or become applicable, the Offer would be subject to the receipt of such other statutory approvals.

D.5. This Offer is not conditional upon any minimum level of acceptance in terms of the regulation 19(1) of the SEBI (SAST) Regulations and not a Competitive Bid in terms of the regulation 20 of the SEBI (SAST) Regulations.

D.6. This Offer is not pursuant to any global acquisition resulting in an indirect acquisition of equity shares of the Target Company.

D.7. The Manager to the Offer, VC Corporate Advisors Private Limited, does not hold any equity shares in the Target Company as on the date of DPS. The Manager to the Offer further declares and undertakes that they will not deal on their own account in the equity shares of the Target Company during the Offer Period.

D.8. This Offer is subject to receipt of statutory and other approvals as mentioned in Schedule VI of this DPS. In terms of regulation 23(1)(a) of the SEBI (SAST) Regulations, if the statutory approvals are not forthcoming, the Open Offer will stand withdrawn.

E. The Acquirers do not have any plans to dispose off or otherwise encumber any significant assets of PCL in the succeeding two years from the date of closure of the Open Offer, except in the ordinary course of business of the Target Company and except to the extent required for the purpose of restructuring and/or rationalization of the business, assets, investments, liabilities or otherwise of the Target Company. In the event any substantial asset of the Target Company is to be sold, disposed off or otherwise encumbered other than in the ordinary course of business, the Acquirers undertake that they shall do only upon the receipt of the prior approval of the shareholders of the Target Company through special resolution in terms of regulation 25(2) of SEBI (SAST) Regulations and subject to the provisions of applicable law as may be required.

F. Pursuant to completion of this Offer, assuming full acceptance to this Offer, the public shareholding in the Target Company will fall below the minimum public shareholding requirement as per the Securities Contract (Regulation) Rules, 1957 as amended, the Acquirers undertake that they will take necessary steps to facilitate compliances of the Target Company with the relevant provisions of the Securities Contract (Regulation) Rules, 1957 as amended, provisions of SEBI (Listing Obligations and Disclosure Requirement) Regulation, 2015 and the Regulation 7(4) and 7(5) of the SEBI (SAST) Regulations and will reduce the non-public shareholding within the period mentioned therein.

II. BACKGROUND TO THE OFFER:

(i) The Acquirers have entered into the Share Purchase Agreement dated 15th January, 2016 with the present Promoters of the Target Company, to acquire from them in aggregate 7,56,315 (Seven Lakhs Fifty Six Thousand Three Hundred and Fifteen) Equity Shares, representing 74.99% of the fully paid-up equity and voting share capital of the Target Company at a price of Rs. 25/- per fully paid-up equity share payable in cash ("Negotiated Price") for a total consideration of Rs. 1,89,07,875/- (Rupees One Crores Eighty Nine Lakhs Seven Thousand Eight Hundred and Seventy Five Only). Pursuant to the execution of the SPA, this mandatory Open Offer is being made by the Acquirers in compliance with the regulation 3(1) & 4 of the SEBI (SAST) Regulations.

(ii) The prime object of the Offer is to acquire substantial equities of shares/voting rights accompanied with the change in control and management of the Target Company.

(iii) This Open Offer is for acquisition of 25.01% of total equity and voting share capital of the Target Company. After the completion of the Open Offer and pursuant to transfer of equity shares so acquired under SPA, the Acquirers shall hold the majority of the equity shares by virtue of which they shall be in a position to exercise effective management and control over the Target Company.

(iv) Subject to satisfaction of the provisions under the Companies Act, 2013, whichever applicable, and/ or any other Regulation(s), the Acquirers intend to make changes in the management of PCL.

(v) The prime object of the Offer is to acquire substantial stake and change the control and management of the Target Company. The Acquirers propose to continue and expand the existing business of the Target Company and may also diversify into other business with prior consent of the shareholders and in accordance with the laws applicable.

III. SHAREHOLDING AND ACQUISITION DETAILS:

The current and proposed shareholding of the Acquirers in the Target Company and the details of their acquisition are as follows:

Sr. No.	Particulars	Mr. Sunil Kumar Poddar No. of Equity Shares & %	M/s. Poddar Global Private Limited No. of Equity Shares & %
1.	Shareholding before PA, i.e. 15.01.2016	Nil (0.00%)	Nil (0.00%)
2.	Shareholding on the date of PA as acquired through SPA dated 15.01.2016	2,37,187 (23.52%)	5,19,128 (51.47%)
3.	Shares to be acquired in the Open Offer (assuming full acceptance)*	1,26,142 12.50%	1,26,143 12.51%
4.	Shares acquired between the PA date and the DPS date	Nil (0.00%)	Nil (0.00%)
5.	Post Offer shareholding On Diluted basis, as on 10th working day after closing of tendering period	3,63,329 36.02%	6,45,271 63.96%

** Assuming all the equity shares which are offered and are accepted in the Open Offer*

IV. OFFER PRICE:

(i) The equity shares of the Target Company are listed at the CSE only. The Scrip Code of PCL is "26196" on the CSE. The marketable lot for equity share is 1 (One). This acquisition of shares is direct acquisition as per the regulation 2(1) and 4 of the SEBI (SAST) Regulations.

(ii) Since there has been no trading in the equity shares of the Target Company on the CSE for last many years, the equity shares of the Target Company are not frequently traded within the meaning of definition "frequently traded shares" under regulation 2(1)(j) of the SEBI (SAST) Regulations and therefore the Offer Price has been determined taking into account the parameters as set out under regulation 8 (2) of the SEBI (SAST) Regulations, as under:

Sr. No.	Particulars	Price (In Rs. per share)
1.	Negotiated Price under the SPA	Rs. 25/-
2.	The Volume- Weighted Average Price paid or payable for acquisitions by the Acquirers during fifty two (52) weeks immediately preceding the date of PA	Not Applicable
3.	Highest price paid or payable for acquisitions by the Acquirers during twenty six (26) weeks immediately preceding the date of PA	Not Applicable
4.	The Volume-Weighted Average Market Price of shares for a period of sixty (60) trading days immediately preceding the date of the PA as traded on the Stock Exchange where the maximum volume of trading in the shares of the Target Company are recorded during such period	Not Applicable
5.	**Other Financial Parameters as at 31st March 2015:**	
	(a) Return on Net Worth (%)	28.53%
	(b) Book Value Per Share (Rs.)	26.91
	(c) Earnings Per Share (Rs.)	7.68

Mr. Rohit Kejriwal, Proprietor of R N M & Associates, Chartered Accountants, (Firm Registration No. 016682C & Membership No. 305751), having office at 41, B.B. Ganguly Street, 5th Floor, Room No. 5F, Kolkata- 700 001, Tel No.: (033) 40705052 E-Mail id: associatesrnm@gmail.com vide their certificate dated 15.01.2016 has stated that the fair value of the equity shares of Target Company is Rs. 18.28 per equity share.

In view of the parameters considered and presented in the table above, in the opinion of the Acquirers and Manager to the Offer, the Offer Price of Rs. 25/- per equity share is justified in terms of regulation 8 (2) of the SEBI (SAST) Regulations.

(iii) There have been no corporate actions in the Target Company warranting adjustment of relevant price parameters.

(iv) As on date there is no revision in Open Offer price or Open Offer Size. In case of any revision in the Open Offer price or Offer Size, the Acquirers shall comply with regulation 18 of the SEBI (SAST) Regulations and all other applicable provisions of the SEBI (SAST) Regulations.

(v) If there is any revision in the Offer Price on account of future purchases / competing offers, it will be done only up to the period prior to three (3) working days before the date of commencement of the tendering period and would be notified to shareholders.

V. FINANCIAL ARRANGEMENTS

(i) The maximum consideration payable by the Acquirers to acquire 2,52,285 fully paid-up equity shares at the Offer Price of Rs. 25/- (Rupees Twenty Five Only) per equity share, assuming full acceptance of the Offer would be Rs. 63,07,125 (Rupees Sixty Three Lakhs Seven Thousand One Hundred and Twenty Five Only).

(ii) As on the date of PA, the Acquirers have adequate financial resources and have made firm financial arrangements for the implementation of the Offer in full out of their own sources/ net worth and no borrowings from any Bank and/ or Financial Institutions are envisaged. Mr. Rohit Kejriwal, Proprietor of R N M & Associates, Chartered Accountants, (Firm Registration No. 016682C & Membership No. 305751), having office at 41, B.B. Ganguly Street, 5th Floor, Room No. 5F, Kolkata- 700 001, (033) 40705052, E-Mail id: **associatesrnm@gmail.com** has certified vide their certificate dated 15.01.2016 that sufficient resources are available with the Acquirers for fulfilling the obligations under this "Offer" in full.

(iii) In accordance with Regulation 17 of the SEBI (SAST) Regulations, the Acquirers have opened an Escrow Account under the name and style of "PCL- Open Offer Escrow Account" with HDFC Bank Limited, Central Plaza, 2/6, Sarat Bose Road, Kolkata-700 020 ("Escrow Banker") and made therein a cash deposit of Rs. 16,00,000/- (Rupees Sixteen Lakhs Only) being more than 25% of the total consideration payable in the Open Offer, assuming full acceptance.

(iv) The Acquirers have authorized the Manager to the Offer to realize the value of the Escrow Account in terms of the SEBI (SAST) Regulations.

(v) Based on the aforesaid financial arrangements and on the confirmations received from the Escrow Banker and the Chartered Accountant, the Manager to the Offer is satisfied about the ability of the Acquirers to implement the Offer in accordance with SEBI (SAST) Regulations. The Manager to the Offer confirms that the firm arrangement for the funds and money for payment through verifiable means are in place to fulfill the Offer obligations.

VI. STATUTORY AND OTHER APPROVALS

(i) The Offer is subject to receiving the necessary approval(s), if any, from Reserve Bank of India, under the Foreign Exchange Management Act, 1999 and subsequent amendments thereto, for acquiring equity shares tendered by non-resident shareholders, if any. In the event such approvals from the RBI are not submitted, the Acquirers reserves the sole right to reject the equity shares tendered by such shareholders in the Open Offer.

(ii) As on the date of this DPS, there are no other statutory approvals and/ or consents required. However, the Offer would be subject to all statutory approvals as may be required and / or may become applicable prior to completion of the Open Offer, at a later date.

(iii) The Acquirers, in terms of regulation 23 of the SEBI (SAST) Regulations, will have a right not to proceed with the Offer in the event the statutory approvals indicated above are refused. In the event of withdrawal, a PA will be made within 2 working days of such withdrawal, in the same newspapers in which this DPS has appeared.

(iv) In case of delay in receipt of any statutory approval, the SEBI may, if satisfied that delayed receipt of the requisite approvals was not due to any willful default or neglect of the Acquirers or failure of the Acquirers to diligently pursue the application for the approval, grant extension of time for the purpose, subject to the Acquirers agreeing to pay interest to the shareholders as directed by the SEBI, in terms of regulation 18(11) of the SEBI (SAST) Regulations. Further, if delay occurs on account of willful default by the Acquirers in obtaining the requisite approvals, regulation 17(9) of the SEBI (SAST) Regulations will be invoked and shall become applicable and the amount lying in the Escrow Account shall become liable to forfeiture.

(v) No approval is required from any bank or financial institutions for this Offer.

VII. TENTATIVE SCHEDULE OF ACTIVITY:

Activities	Date	Day
Date of the PA	15.01.2016	Friday
Publication of Detailed Public Statement in newspapers	22.01.2016	Friday
Last date of Filing of the Draft Offer Document with the SEBI	01.02.2016	Monday
Last date of receipt of Competing Offer	15.02.2016	Monday
Identified Date*	25.02.2016	Thursday
Date by which the Letter of Offer will be dispatched to the shareholders	03.03.2016	Thursday
Last date for upward revision of Offer Price and/or Offer Size	04.03.2016	Friday
Last date by which Board of the Target Company shall give its recommendation	09.03.2016	Wednesday
Advertisement of Schedule of Activities for Open Offer, status of statutory approvals to be made in newspapers and sending the same to SEBI, Stock Exchanges and Target Company	10.03.2016	Thursday
Date of commencement of tendering period	11.03.2016	Friday
Date of closing of tendering period	28.03.2016	Monday
Date by which communicating rejection/ acceptance and payment of consideration for applicable cases	12.04.2016	Tuesday

**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 parties to the SPA) are eligible to participate in the Offer any time before the Closure of the Offer.*

VIII. PROCEDURE FOR TENDERING THE SHARES IN CASE OF NON RECEIPT OF LETTER OF OFFER

(i) All owners of Equity Shares (except the parties to the SPA) whether holding Equity Shares in dematerialised form or physical form, registered or unregistered, are eligible to participate in the Offer any time before closure of the tendering period.

(ii) There shall be no discrimination in the acceptance of locked-in and non-locked- in shares in the Offer. The residual lock-in period shall continue in the hands of the Acquirers. The shares to be acquired under the Offer must be free from all liens, charges and encumbrances and will be acquired together with the rights attached thereto.

(iii) Persons who have acquired the Equity Shares of the Target Company but whose names do not appear in the register of members of the Target Company on the Identified Date or unregistered owners or those who have acquired the Equity Shares of the Target Company after the Identified Date or those who have not received the Letter of Offer, may also participate in this Offer.

(iv) The Open Offer will be implemented by the Acquirers through the Stock Exchange Mechanism made available by the Stock Exchange in the form of a separate window ("Acquisition Window") as provided under the SEBI (SAST) Regulations and SEBI Circular CIR/CFD/POLICYCELL/1/2015 dated April 13, 2015 issued by SEBI.

(v) BSE Limited shall be the designated Stock Exchange for the purpose of tendering shares in the Open Offer.

(vi) The Acquirers have appointed JRK Stock Broking Pvt. Ltd. for the open offer through whom the purchases and settlement of the Offer Shares tendered under the Open Offer shall be made. The contact details of the buying broker are as mentioned below:
Name: JRK Stock Broking Pvt Ltd
Address: Tobacco House, 1 Old Court House Corner, 3rd Floor, Room No 301, Kolkata – 700 001, Tel No. 033-40174777, Fax No. 033-40174700, Email Id :INFO@JRKGROUP.IN
Contact Person: Mr. Birendra Kumar Jain

(vii) All the shareholders who desire to tender their equity shares under the Open Offer will have to intimate their respective stock brokers ("Selling Brokers") within the normal trading hours of the Secondary Market, during the Tendering period.

(viii) Such shares would be transferred to a special account of the clearing corporation specifically created for this purpose prior to placing the bid. The stock brokers shall also forward to the Clearing Corporation such details regarding the shares tendered as may be required by the Merchant Banker.

(ix) A separate Acquisition Window will be provided by the stock exchange to facilitate placing of sell orders. The Selling broker can enter orders for dematerialized as well as physical Equity shares.

(x) The Letter of Offer along with a form of acceptance-cum acknowledgement would also be available at the SEBI's website, **www.sebi.gov.in**, and shareholders can also apply by downloading such forms from the said website.

(xi) No indemnity is needed from the unregistered shareholders.

IX. DETAILED PROCEDURE FOR TENDERING THE EQUITY SHARES IN THE OPEN OFFER WILL BE AVAILABLE IN THE LETTER OF OFFER

X. OTHER INFORMATION:

(i) The Acquirers and its directors, the Sellers and the Target Company have not been prohibited by SEBI from dealing in the securities or under directions issued pursuant to Section 11B or under any other regulations made under the SEBI Act

(ii) The Acquirers accept full responsibility, jointly and severally, for the information contained in the Public Announcement, a Detailed Public Statement and also for the obligations of the Acquirers laid down in the SEBI (SAST) Regulations.

(iii) The Acquirers have appointed **Niche Technologies Pvt. Ltd.** having office at D-511, Bagree Market,71, B.R. Singh Road, Kolkata- 700 001, Tel No.: (033) 22357270/71, Fax No.: (033) 2215 6823, E-mail-Id: nichetechpl@nichetechpl.com, as the Registrar to the Offer. The Contact Person is Mr. S. Abbas.

(iv) The Acquirers have appointed VC Corporate Advisors Private Limited as the Manager to the Open Offer pursuant to regulation 12 of the SEBI (SAST) Regulations.

(v) This Detailed Public Statement will also be available on SEBI's website at www.sebi.gov.in.

Issued by Manager to the Offer:

VC CORPORATE ADVISORS PRIVATE LIMITED
CSEI Registration No. INM000011096
(Contact Person: Mr. Anup Kumar Sharma)
31,Ganesh Chandra Avenue, 2nd Floor, Suite No.– 2C, Kolkata-700 013
Phone No: (033) 2225-3940, Fax: (033) 2225-3941, E-mail: mail@vccorporate.com

ON BEHALF OF THE ACQUIRERS:

Sd/-	For Poddar Global Private Limited
Sunil Kumar Poddar	Sd/-
	(Sunil Kumar Poddar)
	(Director)

Place: Kolkata **Date: 22.01.2016**