POST OFFER ADVERTISEMENT TO THE EQUITY SHAREHOLDERS OF RCL RETAIL LIMITED ("RCL" OR THE TARGET COMPANY")

REGISTERED OFFICE: 84/85, WALLTAX ROAD, 1ST FLOOR, CHENNAI - 600 003.

Open offer for acquisition of 32,00,600 (Thirty Two Lacs Six Hundred Only) fully paid-up equity share of Rs. 10/- each of RCL by Mr. G. Rikhab Chand, Mr. R. Prakash Chand, Mr. R.Vinodh Kumar, Mr. R. Suresh Kumar, Mr. P. Kamlesh, Mr. P. Vikash, Mr. V.Vishal, Mr. S.Hitesh, Mrs. P. Chandrakala, Mrs. V. Santhoes Kumarl, Mrs. S. Latha kumarai and Mrs. K. Nikita (hereinafter referred to as " the Acquirers)

This Post offer Advertisement is being issued by Guiness Corporate Advisor Private Limited, The Manager to the offer, on behalf of the Acquirers, in connection with the offer made by the Acquirers in compliance with regulation 18 (12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulation, 2011 and subsequent amendments thereto ("**SEBI (SAST) Regulation, 2011).**

The Detailed public statement ("DPS") pursuant to the Public Announcement ("PA") made by the Acquirers has appeared in Business Standard (English & Hindi Daily editions), Makkal Kural (Tamil Editions), Mumbai Lakshwadeep (Marathi Mumbai editions) on 20.09.2013.

1. Name of the Target Company : RCL Retail Limited
2. Name of the Acquirers : Mr. G. Rikhab Chand, Mr. R. Prakash Chand, Mr. R.Vinodh Kumar, Mr. R. Suresh Kumar, Mr. P. Kamlesh, Mr. P. Vikash, Mr. V.Vishal, Mr. S.Hitesh, Mrs. P. Chandrakala, Mrs. V. Santhoes Kumarl, Mrs. S. Latha kumarai and Mrs. K. Nikita
3. Name of the Manager to the offer : Guiness Corporate Advisor Private Limited
4. Name of the Register to the officer : Cameo Corporate Services Limited
5. Offer details
   a) Date of Opening of the Offer : Friday, 20.12.2013
   b) Date of the Closing of the offer : Friday, 03.01.2014
6. Date of Payment of Consideration : Thursday, 16.01.2014
7. Details of the Acquisition :

Sr.No.	Particulars	Proposed in the Offer Document	Actual
7.1.	Offer Price	Rs 16.00 per Equity Share	Rs 16.00 per Equity Share
7.2.	Aggregate number of Shares tendered	32,00,600	1,30,000
7.3.	Aggregate number of Shares accepted	32,00,600	1,30,000
7.4.	Size of the offer (Numbers of shares multiplied by Offer price per share)	Rs. 5,12, 09,600	Rs. 20,80,000
7.5.	Shareholding of the Acquirers before Share Purchase Agreement (SPA) and Public Announcement (No.& %)	20,000 (0.16%)	20,000 (0.16%)
7.6.	Shares Acquired by way of SPA ▪ Number ▪ % Fully Diluted Equity Share Capital	27,85,000 (22.62%)	27,85,000 (22.62%)
7.7.	Shares Acquired by way of Open offer ▪ Number ▪ % Fully Diluted Equity Share Capital	32,00,600 (26.00%)	1,30,000 (1.06%)
7.8.	Shares Acquired after detailed Public Statement ▪ Number of Shares acquired ▪ Price of the shares acquired ▪ % of the shares acquired	Not Applicable	Not Applicable
7.9.	Post offer Shareholding of Acquirers ▪ Number ▪ % Fully Diluted Equity Share Capital	60,05,600 (48.79%)	29,35,000 (23.84)
7.10.	Pre and Post Offer Shareholding of Public Shareholders ▪ Number ▪ % Fully Diluted Equity Share Capital	Pre Offer: 95,05,000 (77.21%) Post Offer: 63,04,400 (51.21%)	Pre Offer: 95,05,000 (77.21%) Post offer: 93,75,000 (76.16%)

8. The Acquirers accepts full responsibility for the information contained in this Post Offer Advertisement and also for the fulfillment of his obligations as laid down by SEBI (SAST) Regulations, 2011.
9. A copy of this Post Offer Advertisement will be available on the website of SEBI.
10. Capitalized terms used in this advertisement and not define herein, shall have same meaning assigned to them in the Letter of Offer dated 07.12.2013

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

MANGER TO THE OFFER:

GUINESS®
Redefining Services

GUINESS CORPORATE ADVISORS PVT. LTD.
Guiness House, 18, Deshapriya Park Road, Kolkata-700 026
Tel : +91-33-3001 5555; Fax: +91-33-24646969
Email: gmbpl@guinessonline.net; Website: www.16anna.com
Contact Person: Ms. Alka Mishra
SEBI Regn. No: INM 000011930