PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF

ACME RESOURCES LIMITED

OPEN OFFER FOR ACQUISITION OF 66,93,440 (SIXTY SIX LACS NINETY THREE THOUSAND FOUR HUNDRED AND FORTY) EQUITY SHARES FROM SHAREHOLDERS OF ACME RESOURCES LIMITED (HEREINAFTER REFERRED TO AS THE "TARGET COMPANY" OR "ARL") BY M/S. NARAYANI DEALERS PRIVATE LIMITED ("NDPL") AND MR. KULDEEP SALUJA (HEREINAFTER COLLECTIVELY REFERRED TO AS "THE ACQUIRERS")

1. Offer details:

- **Offer Size:** This Open Offer is being made by the Acquirers for acquisition of 66,93,440 fully paid- up equity shares of Rs. 10/- each constituting 26.00% of the total equity and voting share capital of the Target Company.

- **Offer Price:** An Offer Price of Rs. 10.50 (Rupees Ten and Fifty Paisa Only) per equity share (hereinafter referred to as the "**Offer Price**") per equity share will be offered for the shares tendered during the tendering period. Assuming full acceptance the total consideration payable by the Acquirers will be Rs. 7,02,81,120/- (Rupees Seven Crore Two Lacs Eighty One Thousand One Hundred and Twenty Only).

- **Mode of payment**: The entire consideration will be paid in cash.

- **Type of offer (Triggered offer, ~~voluntary offer/ competing offer~~ etc.):** The Offer is a Triggered Offer made under regulation 3(2) and regulation 4 read with regulation 5 (2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("**Regulations**").

2. Transaction which has triggered the open offer obligations (Underlying Transaction)

Details of underlying transaction						
Type of Transaction (~~direct/~~ indirect)	**Mode of Transaction (Agreement/ Allotment/ market purchase)**	**Shares / Voting rights acquired/ proposed to be acquired**		**Total Consideration for shares /VRs acquired (Rs. in Crores)**	**Mode of payment (Cash/ securities)**	**Regulation which has triggered**
		Number	**% vis a vis total Equity / voting capital**			
Indirect Acquisition of 72.11% of the equity shares, voting rights in and control of the Target Company by the Acquirers pursuant to the acquisition of equity shares	**On 30.03.2012:** 1. Acquisition of the equity shares of NDPL by Mr. Kuldeep Saluja from the existing shareholders of NDPL. Pursuant to the aforesaid acquisition, Mr. Kuldeep Saluja alongwith his relatives hold the	a.1,87,625 equity shares of Rs. 10/- each of NDPL	94.01%	Rs. 2.289	Cash	3(2), 4 and 5(2)

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Details of underlying transaction						
Type of Transaction (~~direct/~~ indirect)	Mode of Transaction (Agreement/ Allotment/ market purchase)	Shares / Voting rights acquired/ proposed to be acquired		Total Consideration for shares /VRs acquired (Rs. in Crores)	Mode of payment (Cash/ securities)	Regulation which has triggered
		Number	% vis a vis total Equity / voting capital			
of NDPL by Mr. Kuldeep Saluja and acquisition/ subscription of the 100% of the equity shares and voting capital of Merit Dealers Private Limited ("MDPL") and Bluemoon Dealcom Private Limited ("BDPL") by the Acquirers	entire equity and voting share capital of NDPL. 2. Share Purchase Agreement to acquire the entire equity and voting share capital of MDPL from its existing shareholders. 3. Share Purchase cum Subscription Agreement with BDPL & its existing shareholders to acquire/ subscribe its entire equity and voting share capital	b.90,000 equity shares of Rs. 10/- each of MDPL c.11,50,000 equity shares of Rs. 10/- each of BDPL	100% 100%	Rs. 1.62 Rs. 1.15		

3. Acquirer(s) / ~~PAC~~

Details	Acquirer 1	Acquirer 2	Total
Name of Acquirer(s)~~/PAC(s)~~	Mr. Kuldeep Saluja	M/s. Narayani Dealers Private Limited	2
Address	S- 329, Greater Kailash- II, New Delhi- 110 048	28, Strand Road, 2nd Floor, Kolkata- 700 001	NA
Name(s) of persons in control /promoters of acquirers/ PACs where Acquirers/ PAC are companies	NA	Mr. Kuldeep Saluja	NA
Name of the Group, if any, to which the Acquirer/~~PAC~~ belongs to	NA	NA	NA
Pre-Transaction			

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Details	Acquirer 1	Acquirer 2	Total
Shareholding • Number • % of total share capital of the Target Company	Nil (Nil)	1,14,05,511 (44.30%)	1,14,05,511 (44.30%)
Proposed shareholding after the acquisition of shares which triggered the Open Offer	0 (0.00%)	1,85,63,811 (72.11%)	1,85,63,811 (72.11%)
Any other interest in the Target Company	Presently on the Board of Directors of the Target Company	NO	NA

4. Details of Selling shareholders, if applicable

Not Applicable as the Open Offer is being made, as a result of an indirect acquisition of equity shares, voting rights in and control of the Target Company and not as a result of any direct acquisition of equity shares, voting rights and control of the Target Company.

5. Target Company

- **Name:** M/s. Acme Resources Limited
- **Exchanges where listed**: The equity shares of the Target Company are presently listed on The Calcutta Stock Exchange Limited and The Delhi Stock Exchange Ltd.

6. Other details

- This is to inform to all the Shareholders of Target Company that the details of the Open Offer would be published shortly in the newspaper in terms of the provisions of regulation 14(3) of Regulations vide a Detailed Public Statement on or before 10th April, 2012.

- The Acquirers undertake that they are aware of and will comply with their obligations under the Regulations and have adequate financial resources to meet the Offer obligations.

Issued by

MANAGER TO THE OFFER:
VC CORPORATE ADVISORS PRIVATE LIMITED
SEBI REGN NO: INM000011096
(Contact Person: Ms Urvi Belani)
31 Ganesh Chandra Avenue, 2nd Floor, Suite No -2C, Kolkata-700 013.
Phone No : (033) 2225-3940 / 3941
Fax : (033) 2225-3941
Email: mail@vccorporate.com

ON BEHALF OF ACQUIRERS:

Sd/- Mr. Kuldeep Saluja	M/s. Narayani Dealers Private Limited Sd/- Director
Place: Kolkata	**Date: 30.03 2012**

VC Corporate Advisors Private Limited
Kolkata