PUBLIC ANNOUNCEMENT UNDER REGULATION 15(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF

ANUGRAHA JEWELLERS LIMITED

OPEN OFFER FOR ACQUISITION OF 11,70,000 (ELEVEN LAKHS SEVENTY THOUSAND) EQUITY SHARES FROM THE SHAREHOLDERS OF ANUGRAHA JEWELLERS LIMITED (HEREINAFTER REFERRED TO AS "TARGET COMPANY" OR "AJL") BY B.P. JHUNJHUNWALA & OTHERS (HUF) (HEREINAFTER REFERRED TO AS "THE ACQUIRER")

1. Offer details:

- **Offer Size:** This Open Offer is being made by the Acquirer for acquisition of 11,70,000 fully paid equity shares of Rs. 10/- each constituting 26.00% of the paid up equity and voting share capital of the Target Company.

- **Offer Price:** An Offer Price of Rs. 1.70 (Rupee One and Seventy Paise 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 Acquirer will be Rs. 19,89,000/- (Rupees Nineteen Lacs Eighty Nine Thousand 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(1) and regulation 4 of 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**			
Direct	Share Purchase Agreement	14,09,399	31.32	0.19	Cash	3(1) & 4

3. Acquirer / ~~PAC~~

Details	Acquirer
Name of Acquirer~~/PAC(s)~~ *	B.P. Jhunjhunwala & Others (HUF)
Address	1D, Rajagiri Residency, 125 Marshall Road, Egmore, Chennai- 600 068
Name(s) of persons in control /Promoters of Acquirer/ PACs where Acquirer/ PAC are companies	Mr. B. P. Jhunjhunwala as its Karta
Name of the Group, if any, to which the Acquirer/~~PAC~~ belongs to	Not Applicable
Pre-Transaction Shareholding • Number • % of total share capital	 NIL (Nil)
Proposed shareholding after the acquisition of shares which triggered the Open Offer	14,09,399 (31.32%)
Any other interest in the TC	Not Applicable

* For the purpose of this Open Offer, there is no Person Acting in Concert ("PAC") with the Acquirer. Mrs. Mala Jhunjhunwala, wife of the Karta of the Acquirer, is deemed to be PAC in accordance with provisions of regulation 2(1)(q)(2) of the Regulations and is holding 3,01,000 (6.69%) equity shares of the AJL. However, for the purpose of this Open Offer, she is not PAC with the Acquirer.

4. Details of selling shareholders:

Name	**Part of Promoter Group (Yes/ No)**	**Details of shares/ voting rights held by the selling shareholders**			
		Pre Transaction		**Post Transaction**	
		Number	**%**	**Number**	**%**
Anand Loganathan	Yes	1,10,600	2.46	Nil	Nil
Anandkumar K.R.S.	Yes	101	0.00	Nil	Nil
Hari Loganathan	Yes	4,70,201	10.45	Nil	Nil
Loganathan K.R.	Yes	2,78,094	6.18	Nil	Nil
Mani K.R.S	Yes	1,74,101	3.87	Nil	Nil
Prakash L	Yes	3,50,101	7.78	Nil	Nil
Suresh K.R.S	Yes	26,201	0.58	Nil	Nil
	Total	**14,09,399**	**31.32**	**Nil**	**Nil**

5. Target Company:

- **Name:** M/s. Anugraha Jewellers Limited having its registered office at 473, Big Bazar Street, Coimbatore – 641 001.
- **Exchanges where listed**: The Target Company is listed on BSE Limited, Coimbatore Stock Exchange Limited and Madras Stock Exchange Limited.

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 19th June, 2013.

- The Acquirer undertakes that he is aware of and will comply with his obligations under the Regulations and has 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: 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
Email: mail@vccorporate.com

ON BEHALF OF ACQUIRER:

Sd/-
B.P. Jhunjhunwala
(Karta)

Place: Kolkata

Date: 12th June, 2013