POST OFFER PUBLIC ANNOUNCEMENT UNDER REGULATION 18(12) IN TERMS OF SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 (AS AMENDED) (THE "SEBI (SAST) REGULATIONS") FOR THE ATTENTION OF THE PUBLIC SHAREHOLDERS OF

ANJANI PORTLAND CEMENT LIMITED

This Post Offer Advertisement is being issued by Motilal Oswal Investment Advisors Private Limited (the **"Manager to the Offer"**) on behalf of Chettinad Cement Corporation Limited (the **"Acquirer"**), pursuant to Regulation 18 (12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011 and subsequent amendments thereto (the **"SEBI (SAST) Regulations"**), in respect of the open offer (the **"Offer"**) to acquire up to 47,81,296 (Forty seven lacs eighty one thousand two hundred and ninety six) fully paid up equity shares of face value of Rs. 10/- (Rupees Ten) each (**"Shares"**) representing 26.00% of the equity share capital from the public shareholders of Anjani Portland Cement Limited (the **"Target Company"**).

This Post Offer Advertisement should be read in continuation of, and in conjunction with, the Public Announcement filed with Stock Exchanges on March 12, 2014 (the **"PA"**), the Detailed Public Statement published on March 20, 2014 (the **"DPS"**) in all editions of Business Standard (English and Hindi), Hyderabad edition of Prajashakti (Telugu) and Mumbai edition of Mumbai Lakshadweep (Marathi) , the Letter of Offer dated June 16, 2014 (the **"Letter of Offer"**) and the Offer Opening Advertisement published on June 25, 2014.

Sr No.	Particulars	Details			
1	Name of the Target Company	Anjani Portland Cement Limited			
2	Name of the Acquirer	Chettinad Cement Corporation Limited There are no persons acting in concert in relation to the Offer within the meaning of Regulation 2(1)(q) of the SEBI (SAST) Regulations.			
3	Name of the Manager to the Offer	Motilal Oswal Investment Advisors Private Limited			
4	Name of the Registrar to the Offer	Karvy Computershare Private Limited			
5	Offer Details				
	a) Date of Opening of the Offer	Thursday, June 26, 2014			
	(b) Date of Closure of the Offer	Wednesday, July 09, 2014			
6	Date of payment of consideration	Tuesday, July 15, 2014			
7	Details of Acquisition	**Proposed**		**Actual**	
		Number	% of fully diluted Equity Share Capital	Number	% of fully diluted Equity Share Capital
7.1	Offer Price per share	₹61.75		₹61.75	
7.2	Aggregate number of shares tendered	47,81,296		31,44,766	
7.3	Aggregate number of shares accepted	47,81,296		31,41,752	
7.4	Size of the Offer (Number of shares multiplied by offer price per share)	₹29,52,45,028		₹19,40,03,186	
7.5	Shareholding of the Acquirer before Agreements/Public Announcement	Nil	Nil	Nil	Nil
7.6	Shares Acquired by way of Agreement	90,10,901#	49.00%#	90,10,901##	49.00%##
7.7	Shares Acquired by way of Open Offer	47,81,296	26.00%	31,41,752	17.08%
7.8	Shares acquired after Detailed Public Statement (other than under paragraph 7.6 above)	Nil	Nil	Nil	Nil
7.9	Post Offer shareholding of Acquirer	1,37,92,197	75.00%	1,21,52,653	66.08%
7.10	Pre Offer shareholding of the public	70,35,467	38.26%	70,35,467	38.26%
	Post Offer shareholding of the public	45,97,400	25.00%	62,36,944	33.92%

 # Pursuant to the SPA, the Acquirer was to acquire upto a maximum of 11,331,030 Equity Shares representing 61.62% of the voting equity share capital of the Target Company depending upon the response in the Offer such that the total shareholding of the Acquirer post the Offer is less than or equal to 75% of the Equity Share Capital of the Target Company. The Acquirer has already acquired 90,10,901 Equity Shares ("Minimum Sale Shares") of the Target Company aggregating to 49% of the Equity Share Capital of the Target Company.

In the Offer, 31,41,752 Equity Shares were validly tendered therefore pursuant to the SPA, the Acquirer may acquire additional upto 16,39,544 Equity Shares from the Sellers such that post acquisition of shares, the total shareholding and voting rights of the Acquirer in the Target Company will be less than or equal to 75% of the voting equity share capital of the Target Company.

8 The Acquirer accepts full responsibility for the information contained in this Post Offer Advertisement and also accept responsibility for the obligations laid down under the SEBI (SAST) Regulations.

9. A copy of this Post Offer Advertisement will be available on the websites of SEBI, BSE Limited and the registered office of the Target Company.

Capitalised terms used but not defined in this Advertisement shall have the meaning assigned to such terms in the DPS and the Letter of Offer.

Issued by the Manager to the Offer for and on behalf of the Acquirer

MOTILAL OSWAL INVESTMENT ADVISORS PRIVATE LIMITED

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Place : Mumbai
Date : July 17, 2014

CONCEPT

Size: 12x29 sq. cm