OFFER OPENING PUBLIC ANNOUNCEMENT TO THE SHAREHOLDERS OF

ANUGRHA JEWELLERS LIMITED

(Regd. Office: 473, Big Bazaar Street, Coimbatore- 641 001)

This Advertisement is being issued by VC Corporate Advisors Private Limited, on behalf of B.P. Jhunjhunwala & Others (HUF) (hereinafter referred to as "**the Acquirer**") pursuant to regulation 18(7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended **("SEBI (SAST) Regulations**") in respect of Open Offer ("**Offer**") for the acquisition of 11,70,000 (Eleven Lacs Seventy Thousand) fully paid-up equity shares of Rs. 10/- each, representing 26.00% of the equity and voting share capital of Anugraha Jewellers Limited (hereinafter referred to as the "**Target Company**" or "**AJL**"). The Detailed Public Statement ("**DPS**") pursuant to the Public Announcement ("**PA**") made by the Acquirer has appeared in The Financial Express (English Daily) all editions, Jansatta (Hindi Daily) all editions, Mumbai Lakshwadeep (Marathi Daily) and Dinamani (Kannada Daily) on 19.06.2013.

1. The Offer Price is Rs. 1.70 (Rupees One and Seventy Paise Only) per equity share payable in cash ("**Offer Price**"). There has been no revision in the Offer Price.
2. Committee of Independent Directors ("IDC") of the Target Company recommend acceptance of the Open Offer made by the Acquirer, as the Offer Price of Rs. 1.70 (Rupees One and Seventy Only) per equity share is higher than the fair value per equity share of the Target Company which is Rs. 1.67 (Rupees One and Sixty Seven Paise Only) as certified by the Chartered Accountant.

   The recommendation of IDC was published in the aforementioned newspapers on 31.07.2013.
3. There has been no competitive bid to this Offer.
4. The completion of dispatch of The Letter of Offer ("**LOF**") to all the Public Shareholders of Target Company was completed on 25.07.2013.
5. Please note that a copy of the LOF along with the Form of Acceptance-cum-Acknowledgement is available on the website of Securities and Exchange Board of India (SEBI), www.sebi.gov.in, and also on the website of Manager to the Offer, www.vccorporate.com and shareholders can also apply by downloading such forms from the website. Further, in case of non-receipt/ non-availability of the Form of Acceptance, the application can be made on plain paper along with the following details:
   a. **In case of physical Shares**: Name & Address of the first holder, name(s) & address(s) of joint holders, if any, registered folio no., share certificate no., distinctive nos., no. of the shares held, number of shares tendered together with the original Equity Share certificate(s), valid transfer deeds with the details of the Acquirer kept blank so as to reach the Registrar to the Offer on or before Closure to the Offer i.e. 19.08.2013.
   b. **In case of Dematerialized Shares**: Name, Address, Number of Equity Shares tendered, DP Name, DP ID, Beneficiary Account No. and a photocopy or counter folio of the delivery instruction in "Off-market" mode, duly acknowledged by the DP in favour of Special Depository Account:

DP NAME	STOCK HOLDING CORPORATION OF INDIA LTD.
DP ID	16010100
CLIENT ID	00406646
ACCOUNT NAME	CAMEO CORPORATE SERVICES LTD ESCROW A/C-AJL OPEN OFFER
DEPOSITORY	CENTRAL DEPOSITORY SERVICES (INDIA) LIMITED

   Shareholders having their beneficiary account in the National Securities Depository Limited ("NSDL") have to use inter depository delivery instruction for the purpose of crediting their equity shares in favour of the Special Depository Account with CDSL.
6. In terms of Regulation 16(1) of the SEBI (SAST) Regulations, the Draft Letter of Offer had been submitted to SEBI on 24.06.2013. We have received the final observations in terms of Regulation 16(4) of the SEBI (SAST) Regulations from SEBI vide its Letter No. Letter No. CFD/DCR1/17233/13 dated 15.07.2013 which have been incorporated in the LOF.

8. **Any other material change from the date of PA: Not Applicable.**
9. **Schedule of Activities:**

Activities	Original Date	Original Day	Revised Date	Revised Day
Date of Public Announcement	June 12, 2013	Wednesday	June 12, 2013	Wednesday
Publication of Detailed Public Statement in newspapers	June 19, 2013	Wednesday	June 19, 2013	Wednesday
Last date of a Competing Offer	July 10, 2013	Wednesday	July 10, 2013	Wednesday
Identified Date*	July 19, 2013	Friday	July 19, 2013	Friday
Date by which the Letter of Offer will be dispatched to the shareholders	July 26, 2013	Friday	July 26, 2013	Friday
Date of commencement of tendering period	August 02, 2013	Friday	August 02, 2013	Friday
Date of closing of tendering period	August 20, 2013	Tuesday	August 19, 2013	Monday
Date by which communicating rejection/ acceptance and payment of consideration for applications accepted	September 03, 2013	Tuesday	September 02, 2013	Monday

** 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 including persons deemed to be acting in concert with such parties) are eligible to participate in the Offer any time before the Closure of the Offer.*

Capitalized terms used in this announcement, but not defined, shall have the same meaning assigned to them in the PA, DPS and LOF.

ISSUED BY THE MANAGER TO THE OFFER ON BEHALF OF THE ACQUIRER:

Manager to the Offer:

VC CORPORATE ADVISORS PRIVATE LIMITED
SEBI 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

Place: Kolkata **Date: 01.08.2013**