

POST OFFER PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE SHAREHOLDERS OF APOLLO SINDHOORI CAPITAL INVESTMENTS LIMITED

Registered Office: #55, Ali Towers, Greams Road, Chennai – 600 006, India.
Tel: 044 – 39190002, 39190003, Fax: 044 – 28290835, 28293164

The details subsequent to the completion of the Offer made vide Public Announcement dated September 1, 2008 ("Public Announcement/PA"), and corrigenda to the Public Announcement dated September 24, 2008, October 17, 2008 and January 15, 2009 ("Corrigenda") under the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 (the "SEBI (SAST) Regulations"), by Aditya Birla Nuvo Limited ("Acquirer") to acquire 20 % of the existing outstanding voting Equity Share Capital of Apollo Sindhoori Capital Investments Limited ("ASCIL" or "Target" or "Target Company") at price of Rs. 64.08 per equity share, payable in cash are as follows:

- 1 Name of the Target Company Apollo Sindhoori Capital Investments Limited
- 2 Name of Acquirer including PAC
 - (i) Name of the Acquirer Aditya Birla Nuvo Limited
 - (ii) Name of PAC NA
- 3 Name of Manager to the Offer Enam Securities Pvt. Limited
- 4 Name of the Registrar to the Offer Karvy Computershare Private Limited
- 5 Offer Details
 - (i) Date of opening of the Offer January 20, 2009
 - (ii) Date of closing of the Offer February 9, 2009
- 6 Details of the Offer

S.no.	Item	Proposed in Offer Document		Actual	
6.1	Offer Price for fully paid shares	Rs. 64.08		Rs. 64.08	
		Number	%	Number	%
6.2	Shareholdings of Acquirer before Share Purchase Agreement ("SPA")/PA	Nil	Nil	Nil	Nil
6.3	Shares acquired by way of SPA	3,10,24,000	56.00	3,10,24,000*	56.00*
6.4	Shares acquired in the Open Offer	1,10,80,000	20.00	1,10,80,000	20.00
6.5	Size of the Open Offer (No. of shares multiplied by offer price per share)	Rs. 71,00,06,400		Rs. 71,00,06,400	
6.6	Shares acquired after PA but before 7 working days prior to closure date.	NIL		NIL	
6.7	Post Offer shareholding of Acquirer	4,21,04,000	76.00	4,21,04,000**	76.00**
		Pre Offer	Post Offer	Pre Offer	Post Offer
6.8	Pre and Post Offer shareholding of Public (No. and %)	18,657,220 (33.68%)	13,296,000 (24.00%)	18,657,220 (33.68%)	13,296,000*** (24.00%)

7. Status of the escrow account, whether released or not In the process of being released.
8. Payment of interest, if any, to the shareholders along with the details thereof NIL
9. Status of investor complaints received, if any No Investor complaint is pending.

* The shares under the SPA are yet to be transferred to the Acquirer. This figure represents the actual shareholding of the Acquirer as it would be on the date of transfer of the shares of the Target Company in the name of the Acquirer.

** This includes both 1,10,80,000 acquired in the Open Offer as well as 3,10,24,000 shares of the Target Company which are yet to be transferred in the name of the Acquirer.

*** This includes the post-acquisition and post- Open Offer shareholding of the Sellers and the Confirming Party (which is 10.33% (including 23,33,460 shares constituting 4.21% of the equity share capital of the Target Company held by the Confirming Party)) assuming that the Confirming Party is not required to transfer her shares to the Acquirer to make up for the deficit in the shares to be transferred by the Sellers.

This Post Offer Public Announcement ('Announcement') should be read in conjunction with the PA and Corrigenda thereto.

The terms used but not defined in this Announcement shall have the same meaning assigned in the PA.

The Acquirer and their respective Directors severally and jointly accept full responsibility for the information contained in this Announcement and also for the obligations under SEBI (SAST) Regulations.

This Announcement would also be available on SEBI's website www.sebi.gov.in

MANAGER TO THE OFFER	REGISTRAR TO THE OFFER
 Enam Securities Pvt. Limited 801/802 Dalamal Towers, Nariman Point, Mumbai 400 021 Tel.: +91 – 022 – 6638 1800; Fax.: +91 – 022 – 2284 6824 Email: ascil@enam.com; Contact Person: Mr. Sachin K. Chandiwal SEBI Registration No.: INM000006856	 Karvy Computershare Private Limited Karvy Computershare Private Limited, Plot no. 17-24, Vittalrao Nagar, Madhapur, Hyderabad – 500 081. Tel: (91) – 40-23420815-23; Fax: (91) – 40-23431551 E-mail: murali@karvy.com Contact Person: Mr. M. Murali Krishna

Issued by Enam Securities Private Limited ("Manager to the Offer") for and on behalf of the Acquirer

Place: Mumbai

Date: February 25, 2009