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

ARCHANA SOFTWARE LIMITED (FORMERLY KNOWN AS SSL FINANCE LIMITED)

OPEN OFFER FOR ACQUISITION OF 1,577,342 EQUITY SHARES FROM SHAREHOLDERS OF ARCHANA SOFTWARE LIMITED (FORMERLY KNOWN AS SSL FINANCE LIMITED) (HEREIN AFTER REFERRED TO AS "TARGET COMPANY" OR "ASL") BY MR. VASANTH KUMAR SUNDARAVADIVELU (HEREIN AFTER REFERRED TO AS "THE ACQUIRER").

1. **Offer Details**

- **Offer Size:** This Offer is being made by the Acquirer for acquisition of 1,577,342 fully paid up Equity Shares of Rs.10/- each constituting 26.00% of the paid up equity and voting share capital of the Target Company.

- **Price/ consideration:** An Offer Price of Rs.2.00 (Indian Rupees Two Only) (hereinafter referred to as the "**Offer Price**") per fully paid up equity share will be offered for the shares tendered during the tendering period. Assuming full acceptances, the total consideration payable by the Acquirer will be Rs. 3,154,684 (Indian Rupees Thirty One Lakhs Fifty Four Thousand Six Hundred and Eighty Four Only).

- **Mode of payment:** The Open Offer Price will be paid in cash, in accordance with the provisions of Regulation 9(1)(a) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011("**Regulations**").

- **Type of offer (Triggered offer, voluntary offer/ competing offer etc):** The Offer is a Triggered Offer made under Regulation 4 of Securities and Exchange Board of India (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 /Voting Rights (VR) acquired (Rs.)**	**Mode of payment (Cash/ securities)**	**Regulation which has triggered**
		Number	**% vis a vis total equity / voting capital.**			
Direct	Off Market Transaction	1,285,470#	21.19%*	1,285,470	Cash	Regulation 4 of SEBI (SAST) Regulations, 2011

The Acquirer intends to take over the control and Management of the Target Company.

*As a percentage of the present Issued Equity Share Capital of the Target Company.

Birla Capital & Financial Services Ltd
Mumbai

Out of the above, the Acquirer has gained possession of the 702,730 Equity shares from the sellers as on date which are in physical form and 582,740 Equity Shares in demat form. The said Equity shares shall be kept in custodianship/escrow account as per the new norms specified by SEBI in the Press Release No. 17/2013 dated January 18, 2013 and shall not be transferred to the Acquirer until the closure of the Open Offer period. The details for the same would be provided in the Detailed Public Statement to be issued subsequent to this Public Announcement.

3. Acquirer(s) / PAC

Details	**Acquirer**
Name of Acquirer(s)/ PAC(s)	Mr. Vasanth Kumar Sundaravadivelu
Address	No. 3, 21st Cross Street, Indira Nagar, Adyar, Chennai – 600 020, Tamil Nadu.
Name(s) of persons in control/promoters of Acquirer/ PAC where Acquirer/PAC are companies	--
Name of the Group, if any, to which the Acquirer /PAC belongs to	--
Pre Transaction shareholding • **Number** • **% of total share capital**	NIL
Proposed shareholding after the acquisition of shares which triggered the Open Offer	21.19%
Any other interest in the TC	NIL

4. Details of selling shareholders, if applicable

Name	**Part of Promoter Group (Yes/No)**	**Details of Shares/Voting Rights held by the selling shareholders**			
		Pre-Transaction		**Post-Transaction**	
		No. of Shares	**% ***	**Number**	**%**
Mr. R. Rajasankar	Yes	52,200	0.86	NIL	NIL
Mr. D. Ravisankar	Yes	10	0.00	NIL	NIL
Mr. S. Durai	Yes	10	0.00	NIL	NIL
Mr. R. Vallabai	Yes	150,000	2.47	NIL	NIL
Mr. V. P. Ramanathan	Yes	10,010	0.16	NIL	NIL
Mr. K. R. Jain	Yes	40,500	0.67	NIL	NIL
M/s Sankar Homes Private Limited	Yes	1,032,740	17.02	NIL	NIL
Total		**1,285,470**	**21.19**	**NIL**	**NIL**

*As a percentage of the present Issued Equity Share Capital of the Target Company.

5. Target Company

Name	Archana Software Limited
Registered Office	Land Marvel Nest, First Floor, No. 3, First Main Road, Indira Nagar, Chennai - 600 020.
Exchanges where listed	Bombay Stock Exchange Limited(BSE);Scrip Code: 530565; Madras Stock Exchange Limited (MSE);Scrip Code: SSSL; ISIN No.: INE149B01015

Birla Capital & Financial Services Ltd. Mumbai

6. Other details

- The details of the Open Offer would be published in the newspapers in terms of the provisions of Regulation 14(3) of the Regulations vide a Detailed Public Statement on or before February 22, 2013.
- The Acquirer undertakes that he is aware of and will comply with his obligations under the SEBI (SAST) Regulations, 2011 and have adequate financial resources to meet the Offer obligations.
- The Offer is not conditional upon any minimum level of acceptance in terms of Regulation 19(1) of the Regulations and is not a Competitive Bid.

ISSUED BY MANAGER TO THE OFFER

BIRLA CAPS

BIRLA CAPITAL AND FINANCIAL SERVICES LIMITED
SEBI Registration No.: INM000011567.
Industry House, 5th Floor, 159 Churchgate Reclamation,
Mumbai - 400 020.
Tel: +91 22 2204 2939; Fax: +91 22 2204 7835;
E-mail: sushanth@birlacaps.com; Website: www.birlacaps.com
Contact Person: Mr. Sushanth Alva

FOR AND ON BEHALF OF THE ACQUIRER
Mr. Vasanth Kumar Sundaravadivelu

Birla Capital & Financial Services Ltd. Mumbai

Place: Mumbai
Date: February 14, 2013.