PUBLIC ANNOUNCEMENT UNDER REGULATION 15(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011.

OPEN OFFER FOR ACQUISITION OF 9,81,590 EQUITY SHARES FROM SHAREHOLDERS OF ASHOK ALCO-CHEM LTD, (THE TARGET COMPANY) BY AURA ALKALIES AND CHEMICALS PRIVATE LTD (ACQUIRER) AND Dr. ANIL KADAKIA (PERSON ACTING IN CONCERT)

1. OFFER DETAILS

1.1 **Size:** 9,81,590 Shares of Rs.10 each fully paid up.

1.2 **Price/Consideration**: At Rs 19.15 per share aggregating to Rs.187.97 lacs

1.3 **Mode of Payment**: Cash

1.4 **Type of Offer**: Triggered Offer

1.5 **Offer subject to Minimum Level of Acceptance** : This Offer is not subject to any minimum level of acceptance.

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. in lacs)	Mode of Payment (Cash / securities)	Regulation which has been triggered
		Number	%vis a vis total equity / voting capital			
Direct Acquisition	Agreement	7,55,069	20%	Rs.144.60 lacs	Cash	Regulation 3(1) & 3(4) of the SEBI (SAST) Regulations, 2011

3. Acquirers / PAC

Details	Acquirer	PAC
Name of Acquirer / PAC	Aura Alkalies and Chemicals Private Limited (formerly Tasty Trading Private	Dr Anil M Kadakia

	Limited)	
Address	276, Lawrence & Mayo House, 3rd Floor, D. N. Road, Fort, Mumbai – 400001.	C-112, Grand Paradi, August Kranti Marg, Mumbai - 400036.
Name (s) of persons in control / promoters of acquirers / PAC where PAC are companies	Mr Sunil Khimji Shah, Director and a major shareholder of the company.	Not Applicable
Name of the Group, if any to which the Acquirer / PAC belongs to	No Group	No Group
Pre Transaction Shareholding Number % age of total share capital	9,06,082 24%	14,06,661 37.26% **(Please see Note below)**
Proposed Shareholding after the acquisition of shares which triggered the open offer	16,61,151 shares constituting 44%	6,51,592 shares constituting 17.26%
Any other interest in the TC	The Managing Director of TC is a director of the Acquirer and PAC in the transaction. The acquirer has given its assets on lease to the TC.	He is the Managing Director of the TC and is also a promoter of TC. He is also the seller of the shares to the acquirer

Note: Of the above, 12,33,558 shares are held in the name of Dr Anil M Kadakia, 1,58,303 shares are held jointly in the name of Shobhana A Kadakia and Dr Anil M Kadakia and 14,800 shares are held in the name of Ashok M Kadakia & Urvashi A Kadakia.

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	
		Number	%	Number	%
1. Dr Anil M Kadakia	Yes	14,06,661*	37.26	6,51,592*	17.26

* **Of the above, 12,33,558 shares are held in the name of Dr Anil M Kadakia, 1,58,303 shares are held jointly in the name of Sobhana A Kadakia and Dr Anil M Kadakia and 14,800 shares are held in the name of Ashok M Kadakia & Urvashi A Kadakia**

5. Target Company

5.1	Name	:	Ashok Alco-Chem Limited
5.2	Exchanges Where Listed	:	a Bombay Stock Exchange Limited
			b. Ahmedabad Stock Exchange Limited
			c. Delhi Stock Exchange Limited

Note: Applied to the Ahmedabad Stock Exchange and the Delhi Stock Exchange for delisting.

6. Other Details

6.1 We hereby state that the details of the open offer would be published shortly in a prominent English Newspaper, Hindi Newspaper and Marathi Newspaper vide a Detailed Public Statement latest by February 1, 2012.

6.2 **The Acquirer, Aura Alkalies and Chemicals Private Limited and each of its Directors, and Dr Anil M Kadakia (PAC)** jointly and severally accepts that they are fully aware of and will comply with the obligations of Acquirer, laid down in SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011 and declare that they also have adequate financial resources in terms of Regulation 25(1) of the SEBI (SAST) Regulations, 2011 to meet the Offer Obligations.

ISSUED BY THE MANAGER TO THE OFFER

Pioneer Money Management Ltd.

SEBI Regn. No. INM000011906

1218, Maker Chambers V, Nariman Point, Mumbai – 400 021
Tel. Nos. (022) 6618 6633, Fax No. (022) 2204 9195, E Mail ID: ankit.chudiwala@pinc.co.in
Contact Person : Shri. Ankit Chudiwala

On behalf of the Acquirer

Aura Alkalies and Chemicals Private Limited
276, Lawrence & Mayo House, 3rd Floor, D. N. Road, Fort, Mumbai – 400001.
Tel: (022)6140 3400, Fax: (022) 22017621, Email Id: auraalkalieschem@gmail.com

Place: Mumbai
Date: January 24, 2012.