

PUBLIC ANNOUNCEMENT TO SHAREHOLDERS OF THE ASSOCIATED CEMENT COMPANIES LIMITED

In connection with the public announcement by DSP Merrill Lynch Limited as Manager to the Offer on behalf of Holdcem Cements Private Ltd ("Holcim"/"Acquirer") dated January 21, 2005 ("Offer"), March 9, 2005 and March 21, 2005 pursuant to and in compliance with the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 1997 ("SEBI Takeover Regulations") The shareholders of The Associated Cement Companies Limited ("ACC") are requested to kindly note the following:

The Offer Closes on Monday April 11, 2005.

- The equity shareholders of ACC, who wish to avail of and accept the offer, can deliver the Acceptance Form along with all the relevant documents at any of the collection centres below of Karvy Computershare Private Limited:
(Monday to Saturday: 10.00 a.m. to 5.00 p.m.)

Sr. No.	Address	Phone No.
1.	16/22, Bake House, Maharashtra Chamber of Commerce Lane, Opp. MSC Bank, Fort, Mumbai – 400 023.	(022) 56382666
2.	7, Andheri Industrial Estate, Off. Veera Desai Road, Andheri (W), Mumbai – 400 053.	(022) 26730799
3.	T K N Complex, No. 51/2, Vanivilas Road, Basavangudi, Bangalore – 560 004.	(080) 26621193 / 26621192
4.	201-203 "Shail", Opp: Madhusudhan House, Off CG Road, Ahmedabad – 380 006	(079) 26420422 / 26400527
5.	G1, Swathy Court, 22, Vijaya Raghava Road T Nagar, Chennai – 600 017.	(044) 28153445 / 28151034
6.	Karvy House, 21, Avenue 4, Street No:1, Banjara Hills, Hyderabad – 500 034.	(040) 23312454/ 23320251
7.	49, Jatin Das Road, Kolkata – 700 029	(033) 24647231 / 24644891
8.	105-108, Arunachal Building, 19, Barakhamba Road, Connaught Place, New Delhi – 110 001.	(011) 23324401
9.	Off. No.6, 3rd floor, Rachana Trade Centre, Law College Road, SNTD Circle, CGS No. 105, Erandwane, Pune – 411 004.	020- 4048790 (5 lines)

- Shareholders, holding shares in dematerialized form need to ensure that the credit in the special depository account with NSDL called, "Escrow Account – ACC Offer". The DP name is DSP Merrill Lynch Ltd., DP ID is IN302638 and Client ID is 10009205 is received on or before the date of Closure of the Offer, i.e., no later than April 11, 2005.
- Shareholders may also download a copy of the Form of Acceptance cum Acknowledgement available on SEBI's website at (www.sebi.gov.in).

The Acquirer and the PACs accept responsibility for the information contained in this Public Announcement. The Acquirer and the PAC are jointly and severally responsible for each of their obligations in terms of the SEBI (SAST) Regulations

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

Issued by the Manager to the Offer



DSP Merrill Lynch Limited

10th Floor, Mafatlal Centre, Nariman Point, Mumbai- 400 021

Tel No:- 5632 8000; Fax No:- 2204 8518

Email:- [acc_openoffer@ ml.com](mailto:acc_openoffer@ml.com)

Contact Person: - Mr. Nitin Nayak

Place: Mumbai

Date: April 8, 2005