Public Announcement as per Regulation 15(1) under Regulation 3(1) & 4 of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulation, 2011, as amended

FOR THE ATTENTION OF PUBLIC SHAREHOLDERS OF AURUM SOFT SYSTEMS LIMITED

Open Offer ("Offer") for acquisition of up to 1,69,26,000 (One crore sixty nine lakhs twenty six thousand) fully paid-up equity shares of face value of INR 2/- each from the public shareholders of Aurum Soft Systems Limited("**Target**"), a company incorporated under the Companies Act, 1956 and having its registered office at New No. 9, Ground Floor, 4th Street Venkateshwara Nagar, Adyar, Chennai , Tamil Nadu-600 020 by Mr. Amarjit Singh Kalra ("**Acquirer**") pursuant to and in compliance with Regulation 3(1) & 4 of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeover) Regulations, 2011, as amended (the "SEBI (SAST) Regulations, 2011"). This public announcement ("**Public Announcement**") is being issued by SPA Capital Advisors Limited (the "**Manager to the Offer**") for and on behalf of the Acquirer. There is no person acting in concert with the Acquirer for the purpose of this offer.

I. Offer Details

- **Size of the Offer:** 1,69,26,000 (One crore sixty nine lakhs twenty six thousand) fully paid-up equity shares representing 26% of the total Paid-up equity shares of the Target Company.
- **Offer Price / Consideration (in Rs.):** The Offer Price of Rs. 0.98/- (Ninety Eight Paisa Only) per fully paid up Equity Share ("**Offer Price**") is calculated in accordance with the Regulation 8(2) of SEBI (SAST) Regulations, 2011. The total funds required for implementation of the Offer (assuming full acceptance) for the acquisition of 1,69,26,000 Equity Shares at Rs. 0.98/- (Ninety Eight Paisa only) per Equity Share is Rs. 1,65,87,480/- (Rupees One Crore Sixty Five Lakhs Eighty Seven Thousand Four Hundred and Eight only).
- **Mode of payment:** The Offer Price is payable in "Cash" in accordance with Regulation 9(1)(a) of the SEBI (SAST) Regulations, 2011.
- **Type of Offer:** This is a "Triggered Offer" under the Regulation 3(1) & 4 of the SEBI (SAST) Regulations, 2011. Mr. Amarjit Singh Kalra have entered into a Share Purchase Agreement (the "Agreement") dated January 13, 2017 with Mr. Srikanth Ramanathan and M/s Shripathee Investments Private Limited, the existing Promoters of the Target, (hereinafter referred to as the "Sellers") for acquisition of 2,04,95,427 Equity Shares of the Target of face value Rs. 2/- each for an aggregate consideration of Rs. 1,84,45,885/- i.e. Rs. 0.90/- (Ninety Paisa Only)per Equity Share) ("Negotiated Price"). The said 2,04,95,427 Equity Shares represent 31.48% of the issued and subscribed share capital of the Target and 31.48% of the paid up equity share capital / voting capital of the Target. The Offer is not a conditional offer subject to minimum level of acceptances.

II. Transaction which has triggered the Open Offer obligation (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 acquired (Rs.)**	**Mode of payment (Cash / Securities)**	**SEBI Regulation which has triggered**
		Number	**% vis-a-vis total Equity / Voting capital**			
Direct	Share Purchase Agreement dated January 13, 2017 entered into by the Acquirer to acquire 2,04,95,427 Equity Shares of face value Rs. 2/- each from the Sellers	2,04,95,427	Issued Capital: 31.48% Voting Capital: 31.48%	1,84,45,885	Cash	3(1) & 4 of the SEBI (SAST) Regulations, 2011

III. Details of the Acquirer

Details	Acquirer	Total
Name of the Acquirer	Mr. Amarjit Singh Kalra	N.A.
Address	C-130, Ground Floor, Mansarover Garden, Ramesh Nagar, New Delhi – 110 015	N.A.
Name(s) of persons in control/promoters of acquirers/ PAC where Acquirers/PAC are companies	N.A	N.A.
Name of the Group, if any, to which the Acquirer/PAC belongs to	N.A	N.A.
Pre Transaction shareholding Number % of total share capital	 1,45,78,080* 22.39%	 1,45,78,080* 22.39%
Proposed shareholding after the acquisition of shares which triggered the Open Offer • Number of equity shares • %age of total equity share capital	 3,50,73,507 53.88%	 3,50,73,507 53.88%
Any other interest in the Target	Nil	N.A.

(*****) Includes 29,82,000 Equity shares purchased on January 12, 2017.

IV. Details of Selling Shareholder

Name	Part of Promoter / Promoter Group (Yes / No)	Details of shares / voting rights held by the Selling Shareholders			
		Pre Transaction		Post Transaction	
		Number	%	Number	%
Srikanth Ramanathan	Yes	20,68,500	3.18	Nil	NA
M/s Shripathee Investements Pvt Ltd	Yes	1,84,26,927	28.31	Nil	NA
Total		**2,04,95,427**	**31.48**	**Nil**	**NA**

V. Details of the Target

- Name: Aurum Soft Systems Limited
- CIN: L32200TN1994PLC026958
- Registered Office: New No. 9, Ground Floor, 4th Street Venkateshwara Nagar, Adyar Chennai Chennai Tamil Nadu- 600020
- Stock Exchange(s) where equity shares are listed: BSE Limited (Scrip code: 530885)
- ISIN Code : INE600D01021

VI. Other Details

- A Detailed Public Statement ("DPS") containing other Offer related Information will be published within five working days from the date of public announcement.
- The Acquirers undertakes that they are aware of and shall comply with all 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 SEBI (SAST) Regulations, 2011 and is not a competitive bid.
- Completion of the Offer is subject to receipt of statutory approvals required, if any.
- In this Public Announcement, all references to "INR" are reference to the Indian Rupee.
- All information in relation to the Target Company contained in the Public Announcement is based on information available on public domain.
- The Acquirer accept full responsibility for the information contained in this Public Announcement.

Issued by Manager to the Offer on behalf of Mr. Amarjit Singh Kalra

SPA THE FINANCIAL ADVISORS	**SPA Capital Advisors Limited** SEBI Regn. No.: INM000010825 25, C - Block, Community Centre Janak Puri, New Delhi - 110 058 Tel. No. +91 11 2551 7371, 4567 5500 Fax No. +91 11 2553 2644 Email ID: asl.openoffer@spagroupindia.com Contact Person: Ms. Anchal Lohia

For and on behalf of Acquirer

Sd/-
Amarjit Singh Kalra

Place: New Delhi
Date: January 13, 2017