

M/S BEARDSSELL LIMITED ("BSL" /"TARGET COMPANY"/"TC")

Registered Office: 47, Greames Road, Chennai - 600006, Tamil Nadu
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Website: www.beardsell.co.in

Advertisement under Regulation 18 (7) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. This Advertisement is being issued by Comfort Securities Limited, Manager to the offer, on behalf of Mrs. Jayasree Anumolu and Mr. Bharat Anumolu, Acquirers along with the Persons Acting in Concert (PAC's) Mrs. P Lalitamba, Mr. Amrith A and M/s. Gunnam Subba Rao Insulation Pvt. Ltd pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011 in respect of the open offer to acquire shares of the Beardsell Limited, Target company. The Detailed Public Statement with respect to the aforementioned offer was made on 4th April 2012 in the Financial Express (English), Jansatta (Hindi) all editions, Thina Murasu (Tamil), Chennai and Prahar (Marathi), Mumbai edition news papers
2. Offer Price is Rs.58/- per Equity Share and there is no revision in the offer price.
3. The Committee of Independent Directors of Target Company has given their comments on the Open offer on 25th May 2012 and it was published on 26th May 2012 in the same news papers in which the Detailed Public Statement was published i.e in Financial Express (English), Jansatta (Hindi) all editions, Thina Murasu (Tamil), Chennai and Prahar (Marathi), Mumbai edition news papers.
4. It is not a competing offer.
5. The Letter of Offer dated 25th May 2012 has been dispatched to the shareholders on 31st May 2012.
6. The Letter of Offer along with form of acceptance would also be available at SEBI website (<http://www.sebi.gov.in/>). In case of non-receipt of Letter of Offer or Form of acceptance, the shareholders can also download from the website of SEBI for applying in the offer. Further, the shareholders have also option in case of non-receipt/non-availability of the form of acceptance, the application can be made on plain paper along with the following details:
 - a. In case of physical shares: Name, address, distinctive numbers, folio nos. number of shares tendered
 - b. In case of dematerialized shares: Name, address, number of shares tendered/withdrawn, name of the Depository Participant ('DP'), DP ID, Beneficiary account number and a photocopy of delivery instruction in "off market" mode or counterfoil of the delivery instruction in "off market" mode, duly acknowledged by the DP in favour of the Depository Escrow Account.
7. All the changes suggested by SEBI in their comments vide letter no. CFD/DCR/TO/SS/OW/11414/12 dated May 22, 2012 has been incorporated in the Letter of Offer.
8. Schedule of Activities

Activity	Day and Date
Public Announcement (PA) Date	Wednesday, 28th March 2012
Detailed Public Statement (DPS) Date	Wednesday, 4th April 2012
Identified Date	Wednesday, 23rd May 2012
Last date for making a competing offer	Friday, 27th April 2012
Date when Letter of Offer were dispatched	Thursday, 31st May 2012
Date of commencement of tendering period	Thursday, 7th June 2012
Date of closure of tendering period	Wednesday, 20th June 2012
Date by which the acceptance /rejection would be intimated and the corresponding payment for the acquired shares and /or the share certificate for the rejected shares will be dispatched.	Wednesday, 4th July 2012
Date by which the underlying transaction which triggered open offer will be completed.	Wednesday, 11th July 2012

Issued by Manager to the Offer on behalf of Mrs. Jayasree Anumolu and Mr. Bharat Anumolu, Acquirers along with the PAC's Mrs. P Lalitamba, Mr. Amrith A and M/s. Gunnam Subba Rao Insulation Pvt. Ltd



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Place: Mumbai

Date: 04.06.2012