

POST OFFER ADVERTISEMENT
M/S BEARDSSELL LIMITED ("BSL" /"TARGET COMPANY"/"TC")
Registered Office: 47, Greames Road, Chennai - 600006, Tamil Nadu
Tele No:+91-044-28293296;Fax No. +91-044-28290391;
Email id: ho@beardsell.co.in Website: www.beardsell.co.in

Post Offer Advertisement under Regulation 18 (12) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 Open Offer for Acquisition of 12,17,624 Equity Shares from the Shareholders of Beardsell Limited, (Target Company) by Mrs. Jayasree Anumolu, and Mr. Bharat Anumolu, Acquirers along with the Persons Acting in Concert (PACs) Mrs. P Lalithamba, Mr. Amrith A and M/s. Gunnam Subba Rao Insulation Pvt. Ltd

This Post Offer 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 (PACs) Mrs. P Lalithamba, Mr. Amrith A and M/s. Gunnam Subba Rao Insulation Pvt. Ltd in connection with the offer made by the Acquirers along with the PACs. in compliance with Regulation 18 (12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (SEBI [SAST], Regulations, 2011). The Detailed Public Statement with respect to the aforementioned offer was made on 4th April 2012 in Financial Express (English) - All Editions, Jansatta (Hind) - All Editions, Thina Murasu (Tamil) - Chennai Edition and Prahar (Marathi)- Mumbai Edition.

1. Name of the Target Company : M/s. Beardsell Limited
2. Name of the Acquirer(s) and PACs : Mrs. Jayasree Anumolu, and Mr. Bharat Anumolu, Acquirers along with the PACs
Mrs. P Lalithamba, Mr. Amrith A and M/s. Gunnam Subba Rao Insulation Pvt. Ltd
3. Name of the Manager to the Offer : M/s. Comfort Securities Limited
4. Name of the Registrar to the Offer: : M/s. Cameo Corporate Services Ltd
5. Offer Details :

a. Date of Opening of the Offer : 7th June 2012, Thursday

b. Date of Closure of the Offer : 20th June 2012, Wednesday
6. Date of Payment of Consideration : 3rd July 2012, Tuesday
7. Details of Acquisition

Sl. No.	Particulars	Proposed in the Offer Document				Actuals			
7.1	Offer Price	Rs. 58/- per Equity share				Rs. 58/- per Equity share			
7.2	Aggregate number of shares tendered	12,17,624				8,57,751			
7.3	Aggregate number of shares accepted	12,17,624				8,55,516			
7.4	Size of the Offer (Number of shares multiplied by offer price per share)	7,06,22,192/-				4,96,19,928/-			
7.5	Shareholding of the Acquirers & PACs before Agreements/Public Announcement (No. & %)	26,99,351 57.64%				26,99,351 57.64%			
7.6	Shares Acquired by way of Agreements * Number * % of Fully Diluted Equity Share Capital	--				--			
7.7	Shares Acquired by way of Open Offer * Number * % of Fully Diluted Equity Share Capital	12,17,624 26.00%				8,55,516 18.27%			
7.8	Shares acquired after Detailed Public Statement * Number of shares acquired * Price of the shares acquired * % of the shares acquired	NA				NA			
7.9	Post offer share holding of Acquirer * Number * % of Fully Diluted Equity Share Capital	39,16,975 83.64%				35,54,867 75.91%			
7.10	Pre & Post offer shareholding of the Public * Number * % of Fully Diluted Equity Share Capital	Pre-Offer		Post-Offer		Pre-Offer		Post-Offer	
		1983817	42.36%	766193	16.36%	1983817	42.36%	1128301	24.09%

8. The Acquirers accept full responsibility for the information contained in this Post Offer Advertisement and also for the obligations under SEBI (SAST) Regulations, 2011.
9. A copy of this Post Offer Advertisement will be available on the websites of Securities and Exchange Baord of India i.e www.sebi.gov.in and Madras Stock Exchange Limited website at www.madrasstockexchange.in and National Stock Exchange of (India) Limited website at www.nseindia.com, where the shares of the Target Company is listed and at the registered office of the Target Company i.e Beardsell Limited, 47, Greames Road, Chennai - 600006, Tamil Nadu.

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



COMFORT SECURITIES LIMITED
SEBI Registration No. INM 000011328
A-301, Hetal Arch, S V Road, Malad (W), Mumbai - 400064.
Tel. No: +91-22-28449765/28449766
Fax No. +91-22-28892527
Contact Person: Ms. Mayuri Thakkar.
Email: mayurithakkar@comfortsecurities.co.in
Website: www.comfortsecurities.co.in

Place: Mumbai

Date: 03.07.2012