PUBLIC ANNOUNCEMENT
to the shareholders of

BLOOM

BLOOM DEKOR LIMITED

Head Office:2/F Sumel, S.G. Highway Road, Thaltej, Ahmedabad- 380 059
(Regd. Office & Works: Oran 267, Tal. Prantij, Dist.: Sabarkantha, National Highway No. 8, North Gujarat - 383205)

This Public Announcement ("PA") is being issued by Vivro Financial Services Private Limited,(Herein after referred to as the "Manager to the Offer" or "Vivro") for and on behalf of Dr. Sunil Gupta and Mrs. Rupal Gupta, (Hereinafter collectively referred to as the "Acquirers" and acting in concert with each other for the purpose of this open offer) to the shareholders of Bloom Dekor Limited pursuant to Regulation 11(1) and other applicable provisions of Securities & Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 (Hereinafter referred to as SEBI (SAST) Regulations, 1997/ Regulations) and subsequent amendments thereto

1. BACKGROUND OF THE OFFER

This Open Offer ("Offer") is being made by the Acquirers in compliance with Regulation 11(1) and other applicable provisions of Chapter III of the Regulations, to the shareholders of Bloom Dekor Limited, a company incorporated under the Companies Act, 1956 and having its Regd. Office & Works situated at Oran 267, Tal. Prantij, Dist. Sabarkantha, National Highway No. 8, North Gujarat -383 205 (hereinafter referred to as "the Target Company" or "BDL").

1.1 The Acquirers have entered into a Share Purchase Agreement (Hereinafter referred to as "SPA" or "the Agreement") on September 26, 2011 with certain public shareholders of the Target Company viz. (1) Rudra Securities Capital Limited (2) Shalibhadra Steel Pvt. Ltd. (3) Mr. Ashok H. Shah (4) Mrs. Mina A. Shah (5) Mr. Hiralal P. Shah and (6) Mrs. Sarlaben H. Shah (Hereinafter referred to as "the Selling Shareholders"), for acquiring up to **14,00,000** fully paid up Equity Shares ("Sale Shares") of 10/- each representing 23.33% of the issued, subscribed and paid up equity share capital of the Target Company, at a price up to Rs. 15.75/- (Rupees Fifteen and Paise Seventy Five only) per Equity Share ("the Negotiated Price") through Bulk Deal transaction on BSE.

1.2 THE SALIENT FEATURES OF THE SPA AS FOLLOWS:

- The Acquirers agree to comply with the requirements of the Regulations including acquisition of additional 20% of the voting capital of the Company as prescribed in the Regulations.
- The Acquirers also agreed to pay the Selling Shareholders the total consideration of Sale Shares in compliance with Bulk Deal Transaction of Sale Shares and other applicable provisions of the Regulations, as amended.
- The Acquirers confirm that no other consideration either in kind or in cash is to be paid to the Selling Shareholders except as stated herein above.
- The Sale Shares held by the Selling Shareholders are and shall be free from all lien, claim, pledge, charge, mortgage and encumbrance.

1.3 On September 26, 2011, the Acquirers have purchased a total of 13,80,127 Equity Shares representing 23% of the total paid up and voting capital of Bloom Dekor Ltd. for an aggregate consideration of Rs. 2,06,44,298/- through Bulk Deal transaction of Sale Shares on Bombay Stock Exchange Limited, Mumbai ("BSE"). The Acquirers paid an average price of Rs. 14.96 for all the shares purchased in the open market on BSE. The highest price paid by the Acquirers is Rs. 15.75 per share for 6,02,864 Equity Shares and the lowest price paid is Rs. 14.30 per equity share. The entire consideration for the above Sale Shares has been paid to the Selling Shareholders through their respective Share and Stock Brokers and the Sale Shares have been transferred to the respective depository accounts of the Acquirers.

1.4 The Acquirers belong to the promoter group of the Target Company. Pursuant to the aforesaid acquisition from the open market, the Acquirers' shareholding in the Target Company has increased from 12,36,621 equity shares representing 20.61% to **26,16,748** Equity Shares of Rs. 10/- each representing **43.61%** and the total promoters group share holding has increased from 17,78,755 Equity shares representing 29.65% to **31,58,882** Equity shares representing **52.65%** of the total paid up Equity Share Capital and Voting Capital of BDL and therefore provisions of Regulation 11(1) of the Regulations have been attracted.

1.5 The purpose of this acquisition by the Acquirers is to consolidate their holding in the Target Company. As a result of this acquisition, the provisions of Regulations 11(1) of the Regulations have been attracted and hence the Acquirers are making an offer to the Equity Shareholders of the Target Company in compliance with regulation 11(1) and other applicable provisions of the Regulations to acquire 12,00,000 Equity Shares (the "Open Offer Shares"), forming 20% of the paid up Equity Share Capital and Voting Capital of BDL at an offer price of Rs. 15.75 per Equity Share.

1.6 The highest price and the average price paid by the Acquirers for the Acquired Shares, being the only shares purchased in the Target Company by the Acquirers in the previous 12 months is Rs. 15.75 and Rs. 14.96 per share respectively.

1.7 The Offer is not conditional and the same is not subject to any minimum level of acceptance.

1.8 Dr. Sunil Gupta and Mrs. Rupal Gupta are Acquirers and there are no other Persons Acting in Concert (PACs) in respect of this Offer in terms of regulation 2(1) (e) of the Regulations.

2. THE OFFER :

2.1 The Offer is being made by the Acquirers to all the Equity Shareholders (except the existing members of Promoters Group and the Acquirers) of BDL pursuant to Regulation 11(1) and other applicable provisions of the Regulations. The Acquirers hereby make an Offer, to acquire, by tender, the Open Offer Shares at an offer price of Rs.15.75 (Rupees Fifteen and Paise Seventy Five Only) per Equity Share (the "Offer Price"), payable in cash, on the terms and subject to the conditions set out in this Public Announcement and in the Letter of Offer ("LoF") that will be sent to the shareholders of the Target Company in accordance with the Regulations.

2.2 The Equity Shares of BDL are listed on the Bombay Stock Exchange Limited ("BSE"). The annualized trading turnover in the shares of the Target Company based on trading volume during the period between March 01, 2011 to August 31, 2011, both days inclusive (being 6 calendar months prior to the month in which the PA is made is as follows:

Name of Stock Exchange	Total No. of Shares traded during the 6 calendar months prior to the month of PA	Total No. of Listed Shares	Trading turnover (in terms of % of total listed shares)	Annualized trading turnover(in terms of % of total listed shares)
BSE	31,442	60,00,000	0.52%	1.05%

(Source: www.bseindia.com)

2.3 Based on the information available, as the annualized Trading turnover of the Equity shares of BDL is less than 5% of the total number of listed shares at BSE, therefore Equity shares of BDL are deemed to be infrequently traded at BSE within the meaning of Explanation (i) to Regulation 20 (5) of the SEBI (SAST) Regulations, 1997.

2.4 The Offer Price in terms of Regulation 20(5) of the Regulations has been determined and is justified taking into account the following parameters:

a.	Negotiated Price /Highest Price agreed to be paid	Rs. 15.75
b.	Highest Price paid by the Acquirers for acquisitions including by way of allotment in a public or rights or preferential issue during the 26 weeks prior to the date of Public Announcement	Rs. 15.75
c.	Other Parameters	Based on the Audited Financials fo the year ended March 31, 2011
	Return on Net worth (%)	-
	Book Value per share	Rs.26.24
	Earnings Per Share (Rs.)	(0.94)
	Industry Multiple (P/E)*	16.7*

*Source: Dalal Street (Vol. XXVI. No. 20 dated 25th September 2011) – Laminates Industry

As the shares of the 'Target Company' are deemed to be infrequently traded, the "Acquirers" have obtained a share valuation certificate dated September 26, 2011 from Mr. B. T. Vora, Proprietor, B. T. Vora & Co., Chartered Accountants, (Membership No: 13046), having its office at 706, 'Hemkoot', Behind L.I.C Building, Ashram Road, Ahmedabad - 380 009, Tel. No. 079 – 2658 0814, E-mail: btvora@hotmail.com. They have computed the fair value of Equity Shares of the Company on the basis of the decision of the Hon'ble Supreme Court of India in the case of Hindustan Lever Employee Union v. Hindustan Lever Limited, (1995) (83 Comp Cases 30), with due regard to the erstwhile CCI Formula for valuation of shares and, the fair value has been calculated at Rs. 12.70 per share taking weighted average of three methods. Therefore, the Offer Price of Rs. 15.75 [Rupees Fifteen and Paise Seventy Five Only] per share is justified in terms of regulation 20(5) of the SEBI (SAST) Regulations, 1997.

2.5 This Offer is not a Competitive Bid. This Offer is also not pursuant to any global acquisition resulting in an indirect acquisition of Equity Shares of or control over the Target Company.

2.6 As on the date of the Public Announcement, the Acquirers hold **2616748** Equity Shares of Rs. 10/- each of the Target Company representing **43.61%** of the paid-up and voting capital of BDL, including the Acquired Shares. Upon completion of the Offer, assuming full acceptance of the Offer, the Acquirers along with the promoters group will hold **43,58,882** equity shares of Rs. 10/- each forming 72.65% of the paid-up capital and voting capital of BDL.

2.7 The Acquirers have not acquired any equity shares of Target Company during the 12 months period prior to the date of this PA except 1380127 Equity Shares acquired from the open market on September 26, 2011 as stated in Para 1.3 above.

2.8 If the Acquirers acquire any equity shares of the Target Company after the date of this Public Announcement and up to seven (7) working days prior to the closure of the Offer at a price higher than the Offer Price, then the highest price paid for such acquisition shall be payable for all the valid applications received under the Offer.

2.9 The Acquirers /Sellers / Promoters and BDL are not included in the list of persons / entities debarred from accessing the capital market under Section 11B of the SEBI Act, 1992 or under any other Regulation.

2.10 The Acquirers have been regular in compliance with the provisions of Chapter II of the Regulations. In the absence of documentary evidence regarding disclosures made under Regulation 6(2) and 6(4) by the Target Company, the compliance status for the same could not be ascertained.

2.11 The Manager to the Offer does not hold any Equity Shares of the Target Company as on the date of this Public Announcement.

2.12 The Offer is subject to the terms and condition set out herein and in the Letter of Offer that would be sent to the shareholders of BDL.

2.13 This Offer is subject to receipt of the statutory approvals mentioned in paragraph 6 of the PA. In terms of Regulation 27 of the SEBI (SAST) Regulations, 1997, if the statutory approvals are refused or not granted, the Offer would stand withdrawn.

2.14 The Offer is in compliance with the Regulations and subsequent amendments thereof.

3. INFORMATION ABOUT THE ACQUIRERS

3.1 Dr. Sunil Gupta

3.1.1 Dr. Sunil Gupta S/o Shri Sitaram Gupta, aged 52 years, residing at "No. 9, Sector- III, Kalhaar Bungalows, Beyond Shilaj Village, Bopal Post, Ahmedabad - 380 058; Tel.: +079 – 2684 1916, Fax: 2684 1914 ; E-mail id: drsunil@bloomdekor.com.

3.1.2 He holds the degree of M.B.B.S. from Gujarat University. He is Managing Director in Bloom Dekor Limited. He has around 27 years of experience in high pressure laminates manufacturing and export business.

3.1.3 He is a director in Suncare Traders Ltd. and is the promoter of Suncare Traders Ltd. and Karan Interiors Ltd. Further, he is not a director in any other listed company.

3.1.4 As on the date of the PA, he holds 2116774 fully paid up Equity Shares representing 35.28% of the issued voting capital of the Target Company.

3.2 Mrs. Rupal Gupta

3.2.1 Mrs. Rupal Gupta W/o Dr. Sunil Gupta, aged 50 years, residing at "No. 9, Sector- III, Kalhaar Bungalows, Beyond Shilaj Village, Bopal Post, Ahmedabad – 380 058; Tel.: + 079 – 2684 1916, Fax: 2684 1914 ; E-mail id: drsunil@bloomdekor.com

3.2.2 She holds a Bachelors degree in Commerce from Gujarat University. She is Whole Time Director in Bloom Dekor Limited. She has around 17 years of experience of general administration.

3.2.3 She is the promoter of Suncare Traders Ltd. and Karan Interiors Ltd. She is not a director in any other listed or unlisted company.

3.2.4 As on the date of the PA, she holds 499974 fully paid up Equity Shares representing 8.33% of the issued voting capital of the Target Company.

3.3 Mr. B.T. Vora, Proprietor of B.T. Vora & Co., Chartered Accountants, (Membership No: 13046), having its office at 706, 'Hemkoot', Behind L.I.C Building, Ashram Road, Ahmedabad - 380 009, Tel. No. 079 – 2658 0814, E-mail: btvora@hotmail.com vide report dated August 03,2011 has certified their net worth as under:

Sr. No.	Name of the Acquirer	Net worth as on 31-03-2011 (Rs. In Lakhs)
1	Dr. Sunil Gupta	934.76
2	Mrs. Rupal Gupta	536.19

3.4 RELATIONSHIP BETWEEN ACQUIRERS WITH EACH OTHER:

Dr. Sunil Gupta is the husband of Mrs. Rupal Gupta.

4. INFORMATION ON THE TARGET COMPANY ("BLOOM DEKOR LIMITED" / "BDL")

4.1 BDL was originally incorporated in the name of Bloom Decoratives Limited on March 23, 1992 under the Companies Act, 1956. The company received the Certificate for Commencement of Business on April 1, 1992. The name of the Company was changed to its existing name i.e. Bloom Dekor Limited on November 13, 1992. BDL had came with an Initial Public Offer of 23,65,000 Equity Shares of Rs.10/- each for cash at par in the year 1993.

4.2 The Head Office of the company is situated at 2/F Sumel, S.G. Highway Road, Thaltej, Ahmedabad - 380 059, Gujarat, Tel.: 079 – 2684 1916, Fax: 079 – 2684 1914, Email id: laminates@bloomdekor.com. The Regd. Office & Works is situated at Oran 267, Tal. Prantij, Dist. Sabarkantha, National Highway No. 8, North Gujarat -383 205.

4.3 As on the date of PA, the Authorized Share Capital of the company is Rs. 6,25,00,000/- divided into 62,50,000 Equity Shares of Face Value of Rs. 10/- each. The present Issued, Subscribed and Paid up Capital of the Company is Rs. 6,00,00,000/-comprising of 60,00,000Equity Shares of Face Value Rs. 10/- each fully paid up. There are no calls in arrears and no partly paid up shares in the Target Company.

4.4 The Target Company deals in laminated sheets whether paper, fabric and board based and also Decorative and industrial laminated sheets. The company is engaged in the manufacturing of high pressure laminate sheets used in the furniture industry as well as interiors.

4.5 As on the date of PA the Board of directors of BDL consists of Dr. Sunil Gupta, Mrs. Rupal Gupta, Mr. Mayur Parikh, Mr. Chirag Mehta and Mr. Karan Sunil Gupta.

4.6 The Equity Shares of BDL are listed on BSE and are infrequently traded on the Bombay Stock Exchange Limited. The shares of the BDL are not admitted as permitted security in any other Stock Exchange.

4.7 There are no outstanding instruments in the nature of warrants/ fully convertible debentures/ partly convertible debentures etc. which are convertible into Equity Shares at any later date.

4.8 BDL is complying with the provisions of the Listing Agreement entered into with the Stock Exchanges and is regular in complying with the provisions of Chapter II of SEBI (SAST) Regulations, 1997 except as mentioned in para 2.10 of this PA.

4.9 Financial information of BDL as on 31st March, 2011 (Audited Results): Total Income is Rs. 4693.18 Lacs, Profit/(Loss) After Tax is Rs.(56.35) Lacs, Paid up Equity Share Capital was Rs. 600 Lacs and the Net Worth is Rs. 1574.39 Lacs; Return on Net Worth is negative; Book Value per share is Rs. 26.24 ;Earnings per Share (EPS) is Rs.(0.94). (Source: Based on Audited Accounts for the year 31st March, 2011)

4.10 BDL has confirmed that it has not been prohibited by SEBI from dealing in securities, in terms of directions issued under Section 11B of the SEBI Act, 1992, as amended (the "SEBI Act") or under any other regulation made under the SEBI Act.

4.11 BDL is not a sick company within the meaning of the provisions of Section 3(1)(o) of the Sick Industrial Companies (Special Provisions) Act, 1985.

4.12 There has been no merger/ de-merger or spin off in the Company during the past three years.

5. REASON FOR THE OFFER AND FUTURE PLANS

5.1. BDL was promoted by Dr. Sunil Gupta and family members, and accordingly the Target Company has been under the control of the Promoters. This offer is being made pursuant to acquisition of shares by the Acquirers through Bulk Deal on Bombay Stock Exchange Limited, Mumbai ("BSE") and pursuant to Regulation 11(1) of the SEBI (SAST) Regulations 1997, as explained in para 1.2 above, resulting in consolidation of holding of the Acquirers in BDL. This acquisition will not result in a change in control of the Target Company.

5.2. The Acquirers have undertaken that they do not have any plans to dispose off or otherwise encumber any asset of the Target Company in the next two years except in the ordinary course of business of BDL. However, the Acquirers undertake that they shall not sell, dispose off, or otherwise encumber any substantial assets of BDL except with prior approval of the shareholders of BDL and in accordance with and subject to applicable laws, permissions, contracts, etc.

6. STATUTORY/OTHER APPROVALS REQUIRED FOR THE OFFER

6.1 This Offer, along with any obligation in terms of SEBI (SAST) Regulations to make payment for, or purchase the shares tendered and accepted from NRIs, is subject to the approval(s) from Reserve Bank of India **("RBI")**, if any required by the Acquirers, under the Foreign Exchange Management Act, 1999 **("FEMA").** As on the date of this Public Announcement, there are no other statutory approvals required from any authority to acquire the equity shares tendered pursuant to this Offer. If any other statutory approval becomes applicable prior to the completion of the Offer, the Offer would be subject to such statutory approvals. The Acquirer will not proceed with the Offer pursuant to Regulation 27 of the SEBI (SAST) Regulations in the event that such statutory approvals have been refused.

6.2 In case of delay in receipt of any statutory approvals, if any, SEBI has power to grant extension of time to the Acquirers for the payment of the consideration to the shareholders subject to the Acquirers agreeing to pay interest for the delayed period as directed by SEBI in terms of Regulation 22(12) of SEBI (SAST) Regulations, 1997. Further, if the delay occurs due to willful default of the Acquirers in obtaining the requisite approval, if any, Regulation 22(13) will become applicable.

No Approval from any Banks/ Financial Institution is required for the purpose of this offer

7. OPTION IN TERMS OF REGULATION 21

Upon completion of the Offer, assuming full acceptance under this Offer and the Shares acquired from open market the Acquirers along with the promoter group will hold 43,58,882 equity shares constituting 72.65% of paid-up and voting capital of the Target Company and will not result in the public shareholding falling below the minimum limit specified in Clause 40A of the Listing Agreement i.e. 25% of its outstanding equity share and voting capital. Further, the Acquirers undertake that they will comply with the Listing Agreement for continuous listing of equity shares of the Target Company with BSE.

8. FINANCIAL ARRANGEMENTS

8.1. The Acquirers have adequate financial resources to meet the financial requirements of the Offer. The Acquirers have made firm financial arrangements in terms of Regulation 16 (xiv) for the resources required to complete the offer in terms of the SEBI (SAST) Regulations, 1997. The acquisition to be financed through personal savings, salary income and personal borrowings from bank. The funds to be utilized shall be domestic and not any foreign funds.

8.2. The maximum purchase consideration payable by the Acquirers in case of full acceptance of offer i.e. 12,00,000 fully paid up Equity Shares is Rs. 1,89,00,000/- (Rupees One Crore Eighty Nine Lakhs Only) at a price of Rs. 15.75 per Equity Share (the "Offer Price") payable in cash.

8.3. In accordance with Regulation 28 of SEBI (SAST) Regulations, 1997, the Acquirers have opened an Escrow Account in the name and style as "Sunil Gupta & Rupal Gupta -BDL Open Offer – Escrow Account" bearing A/c No. 0375103000004657 with IDBI Bank Ltd. (Escrow Bank) branch address IDBI Complex, Near Lal Bunglow, Off C.G. road, Ahmedabad- 380006 and has deposit cash of Rs. 48,00,000/- (Rupees Forty Eight Lakhs only) in the account, being more than 25% of the total consideration payable under the Offer on September 29, 2011. A lien has been marked on the said Escrow Account in favour of Manager to the Open Offer by the Escrow Bank. The Manager to the Offer has been solely authorised by the Acquirers to operate and realise the value of Escrow Account in terms of the Regulations

8.4. Mr. B. T. Vora, Proprietor, B. T. Vora & Co., Chartered Accountants, (Membership No: 13046), having its office at 706, 'Hemkoot', Behind L.I.C Building, Ashram Road, Ahmedabad - 380 009, Tel. No. 079 – 2658 0814, E-mail: btvora@hotmail.com vide report dated September 26, 2011 has certified that sufficient resources are available with the Acquirers to meet the obligations under the Offer.

8.5. Based on the above certification, the Manager to the Offer is satisfied about the ability of the Acquirers to implement the offer in accordance with the Regulations. The manager to the offer confirms that the firm arrangement of funds and money for payment through verifiable means are in place to fulfill the obligations under the Offer.

9. OTHER TERMS OF THE OFFER

9.1. This is not a conditional offer and there is no stipulation as to the minimum level of acceptance.

9.2. The Letter of Offer ("LoF") together with the Form of Acceptance cum Acknowledgement ("FOA"), Form of Withdrawal ("FOW") and Transfer Deed (for shareholders holding equity shares in the physical form) will be mailed to those shareholders of BDL (except Acquirers, and the Promoters/ Promoter group) whose names appear on the register of members of BDL and to the Beneficial Owners of the Equity Shares of BDL whose names appear as beneficiaries on the records of the respective Depositories at the closure of business hours on Monday, October 10, 2011 (the "Specified Date").

9.3. Accidental omission to dispatch this Letter of Offer or non-receipt or delayed receipt of this Letter of offer by any member entitled to this Open Offer shall not invalidate the Open Offer in any manner whatsoever.

9.4. The Acquirers have appointed Purva Sharegistry (India) Pvt. Ltd. as Registrar to the open offer. (Registrar) SEBI Regd. No. INR000001112 having their office at 9 - Shiv Shakti Ind. Estate, J.R Boricha Marg, Lower Parel (East), Mumbai - 400 011, Tel.: 91 – 22 - 2301 6761; Fax: 91 – 22 - 2301 2517;

9.5. The Registrar to the Offer has opened a special depository account for tendering demat equity shares in the Offer.The details of the account are as follows:

Name of the Escrow Account	PSIPL ESCROW A/C BLOOM DEKOR OPEN OFFER
Depository Name	Central Depository Services (I) Ltd. (CDSL)
Depository Participant (DP) Name	BCB Brokerage Private Limited
DPID No.	12010400
Client ID No.	00035591
ISIN	INE253C01013
Mode of Instruction	Off Market

Neither the share certificate(s) nor transfer deed(s) nor the Form of Acceptance should be sent to the Seller nor the Acquirer nor the Target Company nor the Manager to the Offer

9.6. **SHAREHOLDERS HOLDING SHARES IN PHYSICAL FORM,** who wish to tender their fully paid up shares will be required to send the Form of Acceptance cum Acknowledgement, Original Share Certificate(s) and Transfer Deed(s) duly signed, to the Registrar to the Offer at the address given above, either by hand delivery during normal business hours from Monday to Saturday between 11.00 a.m. to 4.00 p.m. (excluding Sunday and Public Holidays) or by Registered Post on or before the close of the offer i.e. Tuesday, December 13, 2011 in accordance with the instructions specified in the Letter of Offer and the Form of Acceptance cum Acknowledgement in an envelope subscribing the same with "Bloom Dekor Limited – Open Offer".

9.7. **SHAREHOLDERS HOLDING SHARES IN DEMATERIALIZED FORM:** Beneficial Owners will be required to send their Form of Acceptance Cum Acknowledgement to the Registrar to the offer either by hand delivery during normal business hours or by registered post on or before the close of the Offer i.e. Tuesday December 13, 2011, along with photocopy of the delivery instructions in "Off Market" mode or counter foil of the delivery instruction in "Off Market" mode, duly acknowledged by the Depository Participant ("DP") in favour of "PSIPL Escrow A/C Bloom Dekor Open Offer".

Shareholders having their depository account in NSDL have to use the inter depository delivery instruction slip for the purpose of crediting their shares in favour of the Special Depository Account with CDSL.

9.8. Shareholders who have sent their shares for demat need to ensure that the process of getting shares dematerialized is completed well in time so that the credit in the Escrow Account should be received on or before the date of closure of the Offer i.e. Tuesday December 13, 2011 else the application would be rejected.

9.9. All owners of fully paid-up equity shares registered or unregistered and the beneficial owners of the shares (except the "Acquirers", and Promoters/ promoter group as hereinabove stated) who own the shares at any time prior to the closure of the offer are eligible to participate in the offer.

9.10. Unregistered owners/ shareholders who have not received Letter of Offer can send their application in writing, on a plain paper stating the Name, Address, Number of Shares held, Number of Shares offered to, Distinctive Numbers, Folio No., together with documents stated above so as to reach the Registrar to the Offer on or before Tuesday, December 13, 2011, accompanied by a copy of the contract note issued by the broker through whom they acquired their shares. No indemnity is required from the unregistered owners.

9.11. In case of non-receipt of Letter Of Offer, eligible person may send their acceptance to the Registrar to the Offer on a plain paper stating the Name, Address, No. of Shares held, Distinctive No., Folio No., No. of Shares offered, along with documents as mentioned above, so as to reach to the Registrar to the Offer at the above address on or before the close of the Offer i.e. Tuesday, December 13, 2011. In case of beneficial owners they may send their acceptance to the Registrar to the Offer on a plain paper stating the Name, Address, No. of Shares held, No. of Shares offered, DP name, DP ID, beneficiary account no. with photocopy of the delivery instructions in "Off Market" mode or counter foil of the delivery instruction in "Off Market" mode, duly acknowledged by the DP in favour of the special depository account so as to reach to the Registrar to the Offer on or before the close of the Offer, i.e. not later than Tuesday, December 13, 2011.

9.12. In case of non-receipt of Letter of offer, the eligible person may obtain the copy of the same from the Registrar to the Offer by providing suitable documentary evidence to that effect. Such shareholders may also download the Form of Acceptance Cum Acknowledgement from the website of SEBI i.e. http://www.sebi.gov.in which will be made available from the opening of the Offer.

9.13. Registrar to the Offer will hold in trust the shares/ share certificates, shares lying in credit of the special depository account, Form of Acceptance cum Acknowledgement, if any, and the transfer form(s) on behalf of the shareholders of BDL, who have accepted the offer, until the cheques / drafts for the consideration and / or the unaccepted shares/ share certificates are dispatched/ returned.

9.14. Unaccepted Share Certificates, transfer forms and other documents, if any, will be returned by Registered Post at the shareholders / unregistered owners' sole risk to the sole / first shareholder as appearing in the Register of Members of "BDL". Unaccepted shares held in Demat form will be credited back to the beneficial owners depository account with the respective depository participant as per the details furnished by the beneficial owner in the Form of Acceptance cum Acknowledgement.

9.15. Shares, if any, that are subject matter of litigation wherein the shareholder(s) may be precluded from transferring the shares during the pendency of the said litigation are liable to be rejected in case directions/ orders regarding these shares are not received together with the shares tendered under the offer. The Letter of Offer in some of these cases, wherever possible, would be forwarded to the concerned statutory authorities for further action at their end.

9.16. In case the shares tendered in the Open Offer are more than the shares agreed to be acquired by the Acquirers, the Acquirers shall accept all valid application received from the shareholders on a proportional basis, in consultation with the Manager to the Offer, taking due care to ensure that the basis of acceptance, is decided in a fair and equitable manner and does not result in non-marketable lots.

9.17. While tendering shares under the Offer, NRIs/ OCBs/ foreign shareholders will be required to submit the previous RBI Approvals (specific or general) that they would have obtained for acquiring shares of BDL. In case of previous RBI approvals not being submitted, the Acquirers reserve the right to reject the offer. While tendering shares under the Offer, NRI/ OCBs/ foreign shareholders will be required to submit a Tax Clearance Certificate from the Income Tax authorities, indicating the amount of tax to be deducted by the Acquirers under the Income-tax Act, 1961 before remitting the consideration. In case the aforesaid Tax Clearance Certificate is not submitted, the Acquirers will arrange to deduct tax at the maximum marginal rate as may be applicable to the category of the shareholder under the Income-tax Act, 1961, on the entire consideration amount payable to such shareholder.

9.18. The securities Transaction Tax will not be applicable to the shares accepted in this offer.

9.19. The Acquirers are confident of completing all the formalities pertaining to the acquisition of the said shares, within 15 days from the date of closure of this Offer including payment of consideration to the shareholders who have accepted the Offer and for the purpose opened a Special account as provided under Regulation 29 of SEBI (SAST) Regulations, 1997.

9.20. Provided that where the Acquirers are unable to make payment to the shareholders who have accepted the offer before the said period of 15 days due to non-receipt of requisite statutory approval, if any, the SEBI may, if satisfied that non-receipt of requisites statutory approval was not due to any willful default or neglect of the Acquirers or the failure of the Acquirers to diligently pursue the application for such approval, grant extension of time for the purpose, subject to the Acquirers agreeing to pay interest to the Shareholders for delay beyond 30 days, as may be specified by the SEBI from time to time.

9.21. In accordance with Regulation 22 (5) (A) of SEBI (SAST) Regulations, 1997, shareholders who have tendered requisite documents in terms of Public Announcement and Letter of Offer shall have option to withdraw acceptance tendered upto 3 working days prior to the offer closing date i.e. December 08, 2011. The withdrawal option can be exercised by submitting the form of withdrawal (separately enclosed with the Letter of Offer which will be mailed to the shareholders of "BDL" as on the Specified Date being October 10, 2011) together with copy of acknowledgment received from the Registrar to the Offer while tendering the acceptance together with following details :

Name, Address, Distinctive No. Folio No., No. of shares tendered / withdrawn In case of non-receipt of form of withdrawal, the withdrawal can be exercised by making an application on the plain paper along with the details mentioned above.

10. SCHEDULE OF KEY EVENTS PERTAINING TO THE OFFER

ACTIVITY	DATE	DAY
Public Announcement	30-09-2011	Friday
Last Date for Competitive Bid	21-10-2011	Friday
Specified Date	10-10-2011	Monday
Day by which Letter of Offer to be Posted to the Shareholders	14-11-2011	Monday
Date of Opening of the Offer	24-11-2011	Thursday
Last Date for Revising the Offer price/No. of Shares	02-12-2011	Friday
Last Date up to which the Shareholders may withdraw	08-12-2011	Thursday
Date of Closure of the Offer	13-12-2011	Tuesday
Date by which acceptance/ rejection would be communicated and the corresponding payment for the acquired shares and/ or the unaccepted shares/ share certificates will be dispatched/ credited.	28-12-2011	Wednesday

11. GENERAL

11.1. Shareholders who have accepted the offer by tendering the requisite documents, in terms of the Public Announcement / Letter of Offer, can withdraw the same up to three working days prior to the date of the closure of the offer i.e. Tuesday, December, 13, 2011 by filling the withdrawal form. The withdrawal form will also be available in the SEBI website (www.sebi.gov.in).

11.2. The withdrawal of shares will be available only for the share certificates/shares that have been received by the Registrar to the Offer or credited to the Special Depository Escrow Account.

11.3. The Acquirers can revise the price upwards up to 7 working days prior to the date of closure of the offer i.e. Friday, December 02, 2011, and revision, if any, in the offer price would appear in the same newspapers in which this PA has appeared and same price would be paid to all shareholders who tender their shares in the offer.

11.4. Pursuant to Regulation 13 of the SEBI (SAST) Regulations, 1997. The Acquirers have appointed Vivro Financial Services Private Limited as Manager to the Offer and the Manager to the offer issues this Public Announcement on behalf of the Acquirers. As on the date of this PA, the Manager to the Offer does not hold any shares in BDL.

11.5. If there is competitive bids:

- **The public offer under all the subsisting bids shall close on the same date.**
- **As the offer price cannot be revised during 7 working days prior to the closing date of the offers/ bids, it would be therefore, in the interest of shareholders to wait till the commencement of that period to know the final offer price of each bid and tender acceptance accordingly.**

11.6. The Acquirers, have not been prohibited by SEBI from dealing in securities in terms of directions issued under Section 11B of SEBI Act, 1992, as amended or any other regulation made under the SEBI Act.

11.7. The Acquirers severally and jointly accept full responsibility for the information contained in this PA and also for the fulfillment of obligations of the Acquirers as laid down in SEBI (SAST) Regulations, 1997, and subsequent amendments made thereto.

11.8. For further details please refer to the Letter of Offer and the Form of Acceptance cum Acknowledgement. This Public Announcement and the Letter of Offer together with Form of Acceptance cum Acknowledgement would also be available on SEBI's website at http://www.sebi.gov.in. Eligible persons to the Offer may also download a copy of the Letter of Offer and Form of Acceptance cum Acknowledgement Form from the said website from the offer Opening Date, November 24, 2011, and apply in the same.

11.9. Issued by:

MANAGER TO THE OFFER	REGISTRAR TO THE OFFER
VIVRO **Vivro Financial Services Private Limited** SEBI Regn. No.: INM000010122 "Manu Mansion", 16/ 18, Shahid Bhagat Singh Road, Opp. Old Customs House, Fort, Mumbai - 400 023. Tel.: (022) - 22657364, 22624656, 22658397, Fax: (022) 22658406 Email-ID: investors@vivro.net **Contact Person:** Mr. Ashok Mehta / Mr. Harish Patel	PURVA SHAREGISTRY INDIA PVT. LTD. SEBI Regd. No. INR000001112 Unit: Bloom Dekor Ltd. 9-Shiv Shakti Ind. Estate, J.R Boricha Marg, Lower Parel (East) Mumbai- 400 011 Tel.: 91-22-2301 6761 Fax: 91-22-2301 2517 Email: purvashr@mtnl.net.in **Contact Person:** Mr. V. B. Shah

Date : September 30, 2011
Place: Ahmedabad

On behalf of the Acquirers
Dr. Sunil Gupta & Mrs. Rupal Gupta