POST OFFER PUBLIC ANNOUNCEMENT
FOR THE ATTENTION OF THE SHAREHOLDERS OF

BLOOM DEKOR LIMITED

Head Office: 2/F Sumel, S.G. Highway Road, Thaltej, Ahmedabad- 380 059 Tel.: 079 – 2684 1916, Fax: 079 – 2684 1914
(Regd. Office & Works: Oran 267, Tal. Prantij, Dist.: Sabarkantha, National Highway No. 8, North Gujarat - 383 205)

This Post Offer Public Announcement ("Announcement") is being issued by Vivro Financial Services Private Limited ("Manager to the Open Offer") on behalf of Dr. Sunil Gupta and Mrs. Rupal Gupta (Hereinafter collectively referred to as the "The Acquirers"). On Friday September 30, 2011, the Acquirers made a Public Announcement (Hereinafter referred to as "PA") followed by Corrigendum to the PA dated 1st February, 2012, in compliance with and pursuant to Regulations 11(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and amendments thereto ("the Regulations"), to acquire 12,00,000 (Twelve Lac only) Equity Shares, representing 20.00% of the total issued & paid up Equity Share Capital and the voting Equity Share Capital of Bloom Dekor Limited at a price of Rs. 15.82 (Rupees Fifteen and Paise Eighty Two only) per fully paid up Equity Share of Rs. 10/- payable in cash. The terms used but not defined in this Announcement shall have the same meaning assigned to them as in the PA and Corrigendum to the Public Announcement. The offer formalities have been completed and the dispatch of payment consideration has been done on 29th February, 2012. The details of which are as under:

1.	Name of the Target Company	:	Bloom Dekor Limited
2.	Name of the Acquirer(s)	:	Dr. Sunil Gupta and Mrs. Rupal Gupta ("the Acquirers")
3.	Name of the Manager to the Offer	:	Vivro Financial Services Private Limited
4.	Name of the Registrar to the offer	:	Purva Sharegistry (India) Pvt. Ltd.
5.	Other details		
	a. Date of opening of the offer	:	Thursday, February 02, 2012
	b. Date of closing of the offer	:	Tuesday, February 21, 2012
6.	Details of Acquisition	:	

Sl. No	Item	Proposed in the offer document		Actual	
1.	Offer price	Rs. 15.82 per fully paid up Equity Share		Rs. 15.82 per fully paid up Equity Share	
2.	Shareholding of Acquirer(s) (No. & %) before Acquisition / SPA	12,36,621	20.61	12,36,621	20.61
3.	Shares Acquired by way of Share PurchaseAgreement/ market purchase (No. & %)	**No. of Shares** 13,80,127	**%** 23.00	**No. of Shares** 13,80,127	**%** 23.00
4.	Shares acquired in the open offer (No. & %)	No. of Shares 12,00,000	% 20	No. of Shares 39,085	% 0.65
5.	Size of Open Offer (No. of shares multiplied by offer price per share)	Rs. 1,89,84,000		Rs. 6,18,325	
6.	Shares acquired after P.A. but before 7 working days prior to closure date, if any (No. & %)	Nil		Nil	
7.	Post offer shareholding of the Acquirer (No. & %) (2+3+4)	No. Of Shares 38,16,748	% 63.61	No. Of Shares 26,55,833	% 44.26
8.	Pre and Post offer share holding of Public (No & %)	Pre Offer	Post Offer	Pre offer	Post offer
	No. of Shares:	42,21,245	16,41,118	42,21,245	28,02,033
	Percentage:	70.35	27.35	70.35	46.70

7.	Status of Escrow account whether released or not	Out of Rs. 1,90,00,000/- lying in the Escrow Account, Rs. 6,18,325/- has been transferred to Special Account for making payment to the shareholders. Rs. 1,64,81,675/- has been released to the Acquirers. The balance amount of Rs. 19,00,000/- being 10% of the total consideration lying in the Escrow account and shall be released shortly.
8.	Payment of interest, if any to shareholders along with details thereof:	Rs. 0.07 Paise per share as interest for the extended period of 15 days for opening of the Offer.
9.	Status of investors complaints received if any:	Nil

The Acquirers accept full responsibility for the information contained in this Post Offer Public Announcement and shall be responsible for fulfillment of all the obligations of the Acquirers under the SEBI (SAST) Regulations, 1997.
This announcement along with the original PA, corrigendum to the PA and the Letter of Offer would also be available at the SEBI site www.sebi.gov.in.

Issued on behalf of the Acquirers by the manager to the offer:

VIVRO
Vivro Financial Services Private Limited
Manu Mansion,16/18, Shahid Bhagat Singh Road,Opp Old Custom House, Fort, Mumbai-400 023.
Tel.: 022 – 22657364,22624656,,22658397, Fax: 022 – 22658406,
Email: investors@vivro.net Website: www.vivro.net
Contact Person: Mr. Ashok Mehta/ Mr. Harish Patel

Place: Ahmedabad
Date: 03-03-2012

Acquirers
Dr. Sunil Gupta and Mrs. Rupal Gupta