PUBLIC ANNOUNCEMENT UNDER REGULATION 15(1) OF SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 FOR THE ATTENTION OF THE SHAREHOLDERS OF

BLUE BLENDS FINANCE LIMITED

(Regd. Off.: JBF House, 2nd Floor, Old Post Office Lane, Kalbadevi Road, Mumbai-400002)

OPEN OFFER FOR ACQUISITION OF 11,28,600 FULLY PAID UP EQUITY SHARES FROM THE EQUITY SHAREHOLDERS (OTHER THAN PARTIES TO THE SHARE PURCHASE AGREEMENT) OF BLUE BLENDS FINANCE LIMITED ('BBFL' / 'TARGET COMPANY') BY VISHWAMITRA INDIA FINVEST SERVICES LIMITED, INFINITY DEALMARK PRIVATE LIMITED, MR. MANOJ KUMAR CHAND AND MR. PANKAJ KUMAR CHAND (COLLECTIVELY REFERRED AS 'ACQUIRERS')

1. OFFER DETAILS :

- **Offer Size :** The Acquirers are making this Open Offer ("**Offer**") to the equity shareholders (other than Parties to the Share Purchase Agreement) of the Target Company to acquire 11,28,600 fully paid-up equity shares of ₹ 10 each (**"Offer Size"**), constituting 16.21% of the paid-up and voting share capital of the Target Company, subject to the terms and conditions mentioned in this Public Announcement ("**PA**"), the Detailed Public Statement ("**DPS**") that will be published and the Letter of Offer ("**LoF**") that will be sent to the equity shareholders (other than Parties to the Share Purchase Agreement) of the Target Company, in accordance with Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 [**SEBI (SAST) Regulations, 2011**].

- **Price / Consideration :** The above acquisition is at a price of ₹ 8/- (Rupees Eight only) per fully paid-up equity share ("**Offer Price**") aggregating to ₹ 90,28,800/- (Rupees Ninety Lakhs Twenty Eight Thousand Eight Hundred only).

- **Mode of Payment :** The Offer Price is payable in Cash, in accordance with the provisions of Regulation 9 (1) (a) of the SEBI (SAST) Regulations, 2011.

- **Type of Offer :** Triggered Offer being made by the Acquirers under Regulation 3(1) & 4 of the SEBI (SAST) Regulations, 2011.

2. TRANSACTION WHICH HAS TRIGGERED THE OPEN OFFER OBLIGATIONS (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 (VR) acquired (in ₹)**	**Mode of payment (Cash/ securities)**	**Regulation which has triggered**
		Number	**%**			
Direct	Share Purchase Agreement	48,86,000	70.17	2,93,16,000	Cash	3(1) & 4

3. ACQUIRERS / PAC :

Details	**Acquirer 1**	**Acquirer 2**	**Acquirer 3**	**Acquirer 4**	**Total**
Name of Acquirers	Vishwamitra India Finvest Services Limited	Infinity Dealmark Private Limited	Mr. Manoj Kumar Chand	Mr. Pankaj Kumar Chand	-
PACs, if any	There is no Person Acting in Concert in relation to the present Open Offer within the meaning of 2(1)(q) of the SEBI (SAST) Regulations, 2011				-
Address	5, Mangoe Lane, 3rd Floor, Room No. 305, Kolkata – 700 001	Bimal Kayal, IIHT, G Complex, 3rd Floor, 28, S. N. Banerjee Road, Barrackpore,	VILL – Madhab Pur Colliery, PO – Kajora Gram, Burdwan – 713 338		-

		Kolkata – 700 123			
Name(s) of persons in control/promoters of acquirers/ PAC where Acquirers / PAC are Companies	Amazing Barter Pvt. Ltd. – 7,46,850 equity shares (49.28%), Infinity Dealmark Pvt. Ltd. – 7,42,550 equity shares (49%), Mr. Manoj Kumar Chand – 5,600 equity shares (0.37%), Mr. Pankaj Kumar Chand – 5,500 equity shares (0.36%), Mr. Hari Govind Singh – 5,000 equity shares (0.33%), Ms. Bandana Chand – 5,000 equity shares (0.33%), Ms. Anita Chand – 5,000 equity shares (0.33%)	Mr. Manoj Kumar Chand – 5,000 equity shares (50%), Mr. Pankaj Kumar Chand – 5,000 equity shares (50%)	NA	NA	-
Name of the Group, if any, to which the Acquirers/PAC belongs to	Vishwamitra India	Vishwamitra India	-	-	-
Pre Transaction Shareholding: • **Number** • **% of total share capital**	NIL Not Applicable	NIL Not Applicable	NIL Not Applicable	NIL Not Applicable	NIL Not Applicable
Proposed shareholding after the acquisition of shares which triggered the Open Offer	• 34,00,000 Equity Shares • 48.83% of the total paid-up voting capital	• 14,11,000 Equity Shares • 20.26% of the total paid-up voting capital	• 50,000 Equity Shares • 0.72% of the total paid-up voting capital	• 25,000 Equity Shares • 0.36% of the total paid-up voting capital	• 48,86,000 Equity Shares • 70.17% of the total paid-up voting capital
Any other interest in the TC	NIL	NIL	NIL	NIL	-

4. DETAILS OF SELLING SHAREHOLDERS, IF APPLICABLE :

Name	**Details of shares / voting rights held by the selling shareholders**					
	Pre Transaction		**Shares to be Sold under this Agreement**		**Post Transaction**	
	Number	**%**	**Number**	**%**	**Number**	**%**
Bindal Synthetics Private Limited	12,90,300	18.53	12,90,300	18.53	Nil	NA
Blue Blends Leasing Private Limited	12,09,400	17.37	12,09,400	17.37	Nil	NA
Cressida Traders Private Limited@	6,00,000	8.61	51,300	0.74	5,48,700	7.88
Blue Blends (India) Limited@	27,35,000	39.28	23,35,000	33.53	4,00,000	5.74
TOTAL	**58,34,700**	**83.79**	**48,86,000**	**70.17**	**9,48,700**	**13.62**

@ The Selling Shareholders undertake that the Post Transaction shares held by them will neither be sold in the market/off-market during the offer period nor tendered in the Open Offer.

5. TARGET COMPANY :

The shares of the Target Company i.e. **Blue Blends Finance Limited** are listed on BSE Limited, Mumbai (BSE) only.

6. OTHER DETAILS :

- This is to inform to all the Shareholders of Target Company that the details of the Open Offer would be published shortly in the newspaper in terms of the provisions of Regulation 14 (3) of SEBI (SAST) Regulations, 2011 vide a Detailed Public Statement on or before May 06, 2013.
- The Acquirers have given undertaking that it is aware of and will comply with its obligations under the SEBI (SAST) Regulations, 2011 and has adequate financial resources to meet the Offer obligations.
- This is not a Competitive Bid.

Issued by Manager to the Offer:

ASHIKA CAPITAL LIMITED
1008, 10th Floor, Raheja Centre,
214, Nariman Point, Mumbai-400 021.
Tel: +91-22-66111700; Fax: +91-22-66111710
E-mail: mbd@ashikagroup.com
Contact Person: Mr. Narendra Kumar Gamini/Mr. Pranav Nagar

For and on behalf of Acquirers:
Vishwamitra India Finvest Services Limited, Infinity Dealmark Private Limited, Mr. Manoj Kumar Chand and Mr. Pankaj Kumar Chand

Place: Mumbai
Date: April 26, 2013