POST OFFER PUBLIC ANNOUNCEMENT TO THE EQUITY SHAREHOLDERS OF
BOMBAY RAYON FASHIONS LIMITED

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This Public Announcement is being issued by Enam Securities Private Limited (the "Manager to the Offer") for and on behalf of AAA United B.V. (the "Acquirer 1") and Ashwell Holding Company Private Limited ("Acquirer 2", the Acquirer 1 and Acquirer 2 hereinafter collectively referred to as the "Acquirers") along with Aktieselskabet af 1/8 2004 ("PAC") to the shareholders of Bombay Rayon Fashions Limited ("Target Company") pursuant to and in compliance with, among others, regulation 11(1) and regulation 12 of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto ("Takeover Regulations")

This announcement is in continuation of and should be read in conjunction with the Public Announcement ("PA") dated April 5, 2011, Letter of Offer ("LOO") dated October 25, 2011,and the Corrigendum to the PA dated November 1, 2011.

The terms used but not defined in this announcementshall have the same meaning as assigned to them in the PA and in the LOO.

A.	Name of the Target Company	Bombay Rayon Fashions Limited			
B.	Name and address of the Acquirers, including PAC	**Acquirers** AAA United B.V., having its registered office at Krijgsman 15-8, 1186DM, Amstelveen, the Netherlands; Ashwell Holding Company Private Limited, having its registered office at 143, Shiv Shakti Industrial Estate, Andheri-Kurla Road, Andheri (East), Mumbai – 400 059; and **PAC** Aktieselskabet af 1/8 2004, having its registered office at Fredskovvej 5, 7330 Brande, Denmark			
C.	Name of Manager to the Offer	Enam Securities Private Limited			
D.	Name of the Registrar to the Offer	Link Intime India Private Limited			
E.	**Offer Details**				
	(i) Date of opening of the Offer	Friday, November 4, 2011			
	(ii) Date of closure of the Offer	Wednesday, November 23, 2011			
F.	**Details of the acquisition**				
Sr. No.	**Item**	**Proposed in the Letter of Offer**		**Actuals**	
1.	Offer price	Rs. 300/- (Rupees Three Hundred only) plus an interest of Rs. 2.06 (Rupees Two and Six Paise only) (calculated at the rate of 10% p.a. from July 2, 2011, i.e., the original schedule date of payment to July 26, 2011, i.e, the date of receipt of approval from FIPB)		Rs. 300/- (Rupees Three Hundred only) plus an interest of Rs. 2.06 (Rupees Two and Six Paise only) (calculated at the rate of 10% p.a. from July 2, 2011, i.e., the original schedule date of payment to July 26, 2011, i.e, the date of receipt of approval from FIPB)	
2.	Shareholding of Acquirers (No. & %) before MOU/PA	18,000,400 (14.07%)		18,000,400 (14.07%)	
3.	Shares acquired by way of MOU or market purchases (No. & %)	NIL		NIL	
4.	Shares acquired in the Open Offer (No & %)	28,420,000 (20.00%)[1]		28,420,000 (20.00%)[1]	
5.	Size of the Open Offer (No. of shares multiplied by Offer Price per share)	Rs. 8,584,545,200/- (28,420,00 equity share x Rs. 302.06 per equity share)		Rs. 8,584,545,200/- (28,420,00 equity share x Rs. 302.06 per equity share)	
6.	Shares acquired after Public Announcement but before 7 working days prior to closure date (No. & %)	Nil		Nil	
7.	Shares sold by way of market sales	Nil		Nil	
8.	Post offer shareholding of Acquirers (No. & %) (2+3+4+6-7)	132,879,660[2] (93.51%)		132,879,660[2] (93.51%)	
9.	**Pre & Post Offer shareholding of Public (No. & %)**	**Pre Offer**	**Post Offer**	**Pre Offer**	**Post Offer**
		70,640,340 (55.23%)	9,220,340 (6.49%)[1]	70,640,340 (55.23%)	9,220,340 (6.49%)[1]
G.	Status of the Escrow Account / Escrow Arrangement	Not yet released.			
H.	Payment of Interest, if any, to the shareholders along-with the details thereof	Rs. 2.06 (Rupees Two and six paise only) (calculated at the rate of 10% p.a. from July 2, 2011, i.e., the original scheduled date of payment to July 26, 2011, i.e. the date of receipt of approval from FIPB.			
I.	Status of the Investor complaints received	All investor queries / complaints received have been responded to appropriately.			

[1]Percentage has been computed on the Emerging Voting Capital of the Target Company

[2]As stated in the Letter of Offer, the holding of the Acquirers and PAC will be shown under the Promoter and Promoter Group category and hence the combined shareholding of the Acquirers alongwith the Promoter and Promoter Group of the Target Company has been mentioned

The Equity Shares acquired in the Offer are in the process of being transferred to Acquirer 2.

The Acquirers and the PAC and their respective Board of Directors accept joint and several responsibilities for the information contained in this Public Announcement. The Acquirers shall be responsible for fulfillment of their obligations under the Takeover Regulations.

Copy of this public announcement is expected to be available on the SEBI website at www.sebi.gov.in

Issued by the Manager to the Offer, for and on behalf of the Acquirers and the PAC

ENAM

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Date : December 08, 2011
Place : Mumbai