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

Registered Office: D-1st Floor, Oberoi Garden Estates, Chandivali Farms Road, Chandivali, Andheri (East), Mumbai 400 072, India
Phone: +91 022-2803 1800, **Fax:** +91 022- 2847 6992, **Website:** www.bombayrayon.com

The details subsequent to the completion of the offer made vide public announcement **("PA")** dated March 26, 2009, corrigendum to the PA dated May 05, 2009 and the Letter of Offer dated April 09, 2009, in compliance with the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendment thereof **("Takeover Regulations")** issued by Axis Bank Limited on behalf of **AAA United B.V. ("Acquirer")**, along with **Aktieselskabet af 1/8 2004 ("Person Acting In Concert" or "PAC")** to acquire 17,420,000 fully paid up equity shares of Rs. 10 at a price of Rs. 185.00 (Rupees One Hundred and Eighty Five Only) per fully paid up equity share, payable in cash are as under:

1.	Name of the Target Company	Bombay Rayon Fashions Limited
2.	Name of Acquirer including PACs:	**Acquirer:** AAA United B.V. **PAC:** Aktieselskabet af 1/8 2004
3.	Name of Manager to the offer:	Axis Bank Limited
4.	Name of the Registrar to the offer	Link Intime India Private Limited
5.	Offer Details	
	a. Date of opening of the offer	Wednesday, May 20, 2009
	b. Date of closure of the offer	Wednesday, June 10, 2009
6.	Details of the acquisition	

S. No.	Item	Proposed in the Offer document		Actuals	
1.	Offer price for fully paid shares	Rs. 185.00 per fully paid up equity share		Rs. 185.00 per fully paid up equity share	
2.	Share holding of Acquirer (No. & %) before MOU/PA	NIL		NIL	
3.	Shares acquired by way of Preferential Allotment (No. & %)	18,000,000 (20.67%)		18,000,000 (20.67%)	
4.	Shares acquired in the open offer (No. & %)	17,420,000 (20.00%)		400 (Negligible)	
5.	Size of the open offer (No. of shares multiplied by offer price per share)	Rs. 3,222,700,000/-		Rs. 74,000/-	
6.	Shares acquired after PA but before 7 working days prior to closure date, if any (No. & %)	NIL		NIL	
	6.1 Price of the shares acquired	NA		NA	
	6.2 No of shares acquired	NA		NA	
	6.3 % of shares acquired	NA		NA	
7.	Post offer share holding of the Acquirer (No & %) (2+3+4+6)	35,420,000 (40.67%)		18,000,400 (20.67%)	
8.	Pre & post offer share holding of public (No & %)	**Pre offer***	**Post offer****	**Pre offer***	**Post offer****
		53,640,840 (61.58%)	53,640,840 (61.58%)	53,640,840 (61.58%)	53,640,840 (61.58%)

*- Pre offer public shareholding has been calculated on the Emerging Voting Capital i.e.; (87,100,000 equity shares)
** Holding of the Acquirers will be shown under the public shareholding category

7.	Status of the escrow account, whether released or not.	Escrow Account will be released shortly
8.	Payment of interest, if any, to the shareholders along with the details thereof.	NA
9.	Status of investor complaints received, if any.	No investor complaint is pending as on date.

The boards of directors of the Acquirer and the PAC accept full responsibility for the information contained in this Post Offer Announcement. The Acquirer and the PAC shall be jointly and severally responsible for fulfillment of their obligations under the Takeover Regulations.

This announcement should be read in conjunction with the PA.

Copy of this announcement is expected to be made available on SEBI's website at www.sebi.gov.in

MANAGER TO THE OFFER	REGISTRAR TO THE OFFER
AXIS BANK	LINK INTIME INDIA PVT LTD (Formerly INTIME SPECTRUM REGISTRY LTD)
Axis Bank Limited Central Office, Maker Tower 'F', 11th Floor, Cuffe Parade, Colaba, Mumbai 400 005, India Tel: (+91) 22 67071725, Fax: (+91) 22 2216 2467 Email: axbmbd@axisbank.com Website: www.axisbank.com Contact Person: Mr. Vishal Sharan SEBI Registration No.: INM000006104	**Link Intime India Private Limited** C-13, Pannalal Silk Mills Compound, LBS Marg, Bhandup West, Mumbai – 400 078, India Tel: +91 22 2596 0320, Fax: +91 22 2596 0329 Email: brfl-offer@linkintime.co.in Website: www.intimespectrum.com Contact Person: Mr. Nilesh Chalke SEBI Registration No.: INR000003761

Issued by Axis Bank Limited, Manager to the Offer for and on behalf of the Acquirer.

Place : Mumbai
Dated : June 22, 2009

CONCEPT

Size: 25x12 sq. cm