PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE SHAREHOLDERS OF

CENTURY 21ST PORTFOLIO LIMITED

Regd. Off.: 8-2-682/3/A&B, 404, Mayfair Gardens, Road No. 12, Banjara Hills, Hyderabad 500 034. Telefax : 040- 66684220

CASH OFFER FOR ACQUISITION OF EQUITY SHARES FROM SHAREHOLDERS OF CENTURY 21ST PORTFOLIO LIMITED ('Target Company' or 'CPL')

This Public Announcement ('PA') is being issued by Ashika Capital Limited ('Manager to the Offer'), for and on behalf of Mr. Hemraj Baid & Mrs. K. Anasuya (hereinafter referred to as 'Acquirers') pursuant to and in compliance with, among others, regulation 10 & 12 and other applicable provisions of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto ('Regulations').

1. BACKGROUND TO THE OFFER

a) The Open Offer ('Offer') is being made by the Acquirers, in compliance with regulation 10 and 12 of the Regulations, to the shareholders ('other than Parties to the Agreement and other Promoters') of CENTURY 21ST PORTFOLIO LIMITED, a company incorporated under the Companies Act, 1956 and having its registered office at 8-2-682/3/A&B, 404, Mayfair Gardens, Road No. 12, Banjara Hills, Hyderabad 500 034.(hereinafter referred to as 'Target Company' or 'CPL').

b) On December 26, 2008, the Acquirers have entered into a Share Purchase Agreement(s) with the existing Promoter Group of the Target Company (hereinafter referred to as 'Sellers') to acquire in aggregate 7,60,000 fully paid-up equity shares of Rs.10/- each, representing 54.36% of voting capital and 25.30% of subscribed capital of the Target company, at a price of Rs. 1.30 per share ('Negotiated Price'), payable in cash and the details are as under:

Sr. No.	Name of the Acquirer(s)	Name of the Seller(s)	No. of Shares	% of Voting Capital	% of Subscribed Capital
1.	Mr. Hemraj Baid	Mr. T. Suryaprakash Rao	1,90,000	13.59%	6.324%
		Mrs. M.A.Rajeswari	1,90,000	13.59%	6.324%
2.	Mrs. K.Anasuya	Mrs. R. Pushpalatha	1,90,000	13.59%	6.324%
		Mr. K. Suryanarayana Murthy	1,90,000	13.59%	6.324%
		Total	**7,60,000**	**54.36%**	**25.30%**

2. THE OFFER & OFFER PRICE

a) Pursuant to the aforesaid Agreement, the Acquirer's shareholding in the Target Company will exceed 15% of the voting capital of the Target Company and therefore provisions of regulation 10 read with regulation 12 of the Regulations have been attracted.

b) The Acquirers are now making an Open Offer to the shareholders (other than parties to the Agreement(s)) of CPL to acquire 6,00,900 equity shares of Rs. 10/- each representing 20% of the paid up capital and 42.99% of voting capital from the existing shareholders of CPL, at a price of Rs. 8.40 per fully paid share ("Offer Price") and Re. 0.90 per partly paid share, payable in cash, in terms of regulation 20(5) of the Regulations.

c) The equity shares of CPL are listed on Bombay Stock Exchange Limited, Mumbai, (BSE), Ahmedabad Stock Exchange Limited, Ahmedabad, (ASE), The Delhi Stock Exchange Limited, New Delhi, (DSE) and The Ludhiana Stock Exchange Limited, Ludhiana, (LSE).

d) Based on the information available, the Shares of the Target Company, within the meaning of explanation (i) to regulation 20(5) of the Regulations, are infrequently traded, hence, the Offer Price has been determined taking into account the following parameters:

a)	Negotiated Price under the Agreement	:	Rs.1.30 per share
b)	Highest Price paid by the Acquirers for acquisition, including by way of allotment in a public or rights or preferential issue during the twenty six week period prior to the date of PA	:	Re. 0.25 #
c)	**Other Parameters based on the Certified Accounts for the half year ended 30.09.2008**		
	Book Value per Equity Share (Rs.)	:	8.27
	Earnings Per Equity Share (Rs.)	:	0.88*
	Return on Net worth (%)	:	10.66*

Amount paid for partly paid share

* Annualised

The Offer Price of Rs. 8.40 per fully paid share is justified in terms of regulation 20(11) of the Regulations and Re. 0.90 per partly paid share is justified in terms of regulation 20(10) of the Regulations.

e) Mr. Hemraj Baid, one of the Acquirers has acquired 1,00,000 partly paid equity shares (paid up to the extent of Rs. 2.50 each) i.e. 3.33% of total paid up capital at a price of 25 paise per share during the 12 months period preceding the date of this PA. Thereafter he paid allotment money @ Rs. 7.50 per share and as a result his holding became 7.15 % of voting capital of the Target Company.

f) As on date of this PA, the Manager to the Offer does not hold any equity share in the Target Company. The Manager to the Offer undertakes not to deal in the equity shares of Target Company upto a period of fifteen days after closure of the Offer.

g) For the purpose of this Offer, there is no Person Acting in Concert.

h) The Offer is unconditional and not subject to any minimum level of acceptance.

i) This is not a competitive bid.

j) The Acquirers have not entered into any separate non-compete agreement with the Sellers. There is no non-compete agreement between the Acquirers and the Target Company or any other entity as envisaged under regulation 20(8) of the Regulations. No additional payment is being made to the Acquirers as non-compete fee.

k) The Offer is subject to the terms and conditions set out herein and in the Letter of Offer that would be sent to the shareholders of the Target Company.

l) The Acquirers have undertaken to comply with the Regulations and complete the Offer formalities irrespective of the compliance or fulfillment or outcome of the Agreement(s) with the Sellers.

3. INFORMATION ABOUT THE ACQUIRERS:

a) **Mr. Hemraj Baid,** son of Shri Jaichandlal Baid, aged about 43 years, is residing at 8-2-684/4/40/1, Road No.12, Banjara Hills, Hyderabad-500 034. Tel No.040-24525204. He is a qualified Company Secretary and is a Bachelor in Law (LLB). He is having around 15 years of experience in the industrial and capital market related areas including trading and investment in shares and commodities. His networth as on 30.09.2008, as certified by Shri Giridhar Toshniwal (Membership No.205140), Partner of M/s. PPKG & Co., Chartered Accountants, having office at #4-1-371, 3rd Floor, Kundas Estate, Beside Hotel Jaya International, Abids, Hyderabad-01; Tel No.: 040-66132176 Fax No. : 040 24761320, vide certificate dated 26.11.2008, is Rs.120.11 Lakhs.

b) **Mrs. K.Anasuya,** W/o of Shri K. Ravi Kumar, aged about 46 years, is residing at 402, Malaya-2, Jayabharathi Gardens, KKPY Junction, Hyderabad-500 018.Tel No.040-23801249. She has done a Masters Degree in Commerce. She has around 10 years of working experience in Sir CRR College, Eluru. Since last 6 years she is doing the business of designing garments as a proprietor in the name of Shri Sai Designers. Besides this, she is also into financial activities of investments and trading in shares. Her networth as on 30.09.2008, as certified by Shri Giridhar Toshniwal (Membership No.205140), Partner of M/s. PPKG & Co., Chartered Accountants, having office at #4-1-371, 3rd Floor, Kundas Estate, Beside Hotel Jaya International, Abids, Hyderabad-01; Tel No.: 040-66132176 Fax No. : 040 24761320, vide certificate dated 26.11.2008, is Rs.28.25 Lakhs.

c) **Mr. Hemraj Baid,** one of the Acquirers has promoted few entities/ventures as under:

1. Harvy Comtrade Ltd., engaged in the business of Commodity Trading.
2. Harvy Stock Trade Pvt. Ltd. engaged in the business of Stock Trading.
3. H.V. Capital Services Pvt. Ltd. engaged in the business of Financial Services.

d) None of the entities mentioned under (c) above are interested or acting in concert for this Offer.

e) Mr. Hemraj Baid & Mrs. K.Anasuya are friends and they are not on the Board of any listed company.

f) Apart from the present agreement, one of the Acquirers Mr. Hemraj Baid has acquired 1,00,000 equity shares as mentioned in para 2 (e) of this PA. The Acquirer has complied with regulation 7(1) & 7(2) of the Regulations for the said acquisition.

4. INFORMATION ABOUT THE TARGET COMPANY:

a) CPL was incorporated as a public limited company in the name and style of 'Century 21st Portfolio Limited' on 27.02.1986 under the Companies Act, 1956 in the Union Territory of New Delhi .The Company has obtained Certificate of Commencement of Business from the Union Territory of New Delhi on 17.03.1986. The registered office of the company was shifted from the State of Delhi to the State of Andhra Pradesh vide Company Law Board order dated 28.11.2008. The Registered Office of the company is presently situated at 8-2-682/3/A&B, 404, Mayfair Gardens, Road No. 12, Banjara Hills, Hyderabad 500 034; Telefax : 040-66684220.

b) The main objects of the Target Company inter alia include, activities to carry on business of investors, pawners, bargainers, underwriters, brokers, dealers, financers, concessionaries, contractors, booking agents, proprietors, managers, trustees, advertisers, portfolio investment and of and to subscribe for, undertake, acquire and hold and sell all kinds of securities, shares, debentures, scripts, bonds, bills of exchanges, letters of credit, stock and other securities, to provide investment banking services and provide other financing activities. The Company is presently engaged in trading of commodities on MCX/NCDX and trading of shares.

c) As on date of PA, the Authorised Share Capital of the company is Rs. 350.00 Lakhs comprising of 35,00,000 Equity Shares of Rs. 10/- each. The Issued and Subscribed capital is Rs. 300.44 Lakh comprising of 30,04,400 Equity Shares of Rs. 10/- each. The Paid up share capital is Rs. 179.94 Lakh comprising of 13,97,700 fully paid up Equity Shares of Rs. 10/- each and 16,06,700 partly paid up Equity Shares (paid-up to the extent of Rs. 2.50 each). As per Article 77(b) of the Articles of Association of the Target Company, no member shall be entitled to exercise any voting rights in respect of shares on which any calls or other sums presently payable by him have not been paid.

d) 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. There are no shares under lock-in period.

e) There has been no merger/de-merger, spin off in the last three years in the Target Company.

f) The equity shares of CPL are listed on Bombay Stock Exchange Limited, Mumbai (BSE), Ahmedabad Stock Exchange Limited, Ahmedabad, (ASE), The Delhi Stock Exchange Limited, New Delhi, (DSE) and The Ludhiana Stock Exchange Limited, Ludhiana, (LSE).The Target Company has paid up to date listing fees to BSE but not paid Listing Fees to all other Stock Exchanges since last few years.

g) The trading in shares of Target Company has been suspended by all the concerned Stock Exchanges.

h) The financial highlights of the Target Company are given below:

(Rs. In Lakhs)

Particulars	For the year ended 31.03.2008 (Audited)	For the period ended 30.09.2008 (Certified)
Total Income	13.90	13.08
Profit/(Loss) After tax	1.34	7.93#
Equity Share Capital	155.57	179.94
Networth	116.47	148.75
Earning Per Share of Rs. 10/- (Rs.)	0.09	0.88*
Return on Networth (%)	1.15	10.66*
Book value per Share of Rs. 10/- (Rs.)	7.49	8.27

Source: Annual Report for the Y.E. 31.3.2008 and Certified financials for the P.E. 30.9.2008)

 # Provision of tax is not made since certified financials are for six months ended 30.9.2008.

** Annualised*

5. REASONS FOR THE ACQUISITION AND THE OFFER:

a) This Offer is being made to the shareholders of Target Company pursuant to regulation 10 & 12 of the Regulations consequent to the share purchase agreement entered into by the Acquirers as explained in clause 1 above, resulting in substantial acquisition of shares and voting rights in the Target Company and also a change in control and management of the Target Company.

b) The Acquirers are interested in taking over the management and control of CPL. The Acquirers are planning to expand their business of Equity Brokerage Services, Commodity Brokerage Services, Personal financial Services such as financial Planning including the distribution of mutual funds, savings products, life insurance products etc. They also want to derive the benefit of listed company through this acquisition.

c) The Acquirers do not currently intend to dispose of or otherwise encumber any significant assets of the Target Company in the next two years, except such disposals or encumbrances in the ordinary course of business of the Target Company and / or for the purposes of restructuring, rationalizing and / or streamlining various operations, assets, liabilities, investments, businesses or otherwise of the Target Company. Further, the Acquirers undertake not to sell, dispose off or otherwise encumber any substantial assets of the Target Company except with the prior approval of the shareholders of the Target Company, and in accordance with and subject to the applicable laws, permissions and consents, if any.

6. STATUTORY APPROVALS/ OTHER APPROVALS REQUIRED FOR THE OFFER:

a) The Offer is subject to the receipt of necessary approval(s), if any, from Reserve Bank of India under Foreign Exchange Management Act, 1999 and subsequent amendments there to for acquiring equity shares tendered by Non Resident Shareholders, if any.

b) As on the date of this PA, there are no other statutory approvals required, for the acquisition of equity shares tendered pursuant to this Offer. If any other statutory approvals are required or become applicable, the Offer would be subject to the receipt of such other statutory approvals.

c) In case of delay in receipt of Statutory Approvals, SEBI has power to grant extension of time required for payment of consideration under the Offer, to the shareholders whose shares were accepted in the Offer, subject to Acquirers agreeing to pay interest in accordance with regulation 22(12) of the Regulations for the delayed period. Further, if delay occurs on account of willful default by Acquirers in obtaining the requisite approvals, regulation 22(13) of the Regulations will also become applicable.

7. OPTION IN TERMS OF REGULATION 21:

In the event, pursuant to this Offer, the public shareholding in the Target Company falls below 25% of its outstanding equity share capital, the Acquirers will, in accordance with regulation 21(2) of the Regulations, facilitate the Target Company to raise the level of public shareholding to the level specified for continuous listing in the Listing Agreement with the stock exchange within the specified time and in accordance with the prescribed procedure under amended clause 40A(viii) of the Listing Agreement and in compliance with the Regulations.

8. FINANCIAL ARRANGEMENTS:

a) The total fund requirement or maximum consideration payable under this Offer, assuming full acceptance, would be Rs.50,47,560/- (Rupees Fifty Lakh Forty Seven Thousand Five Hundred Sixty Only) for acquisition of 6,00,900 equity shares of Rs.10/- paid up per share at the offer price of Rs.8.40 per share.

b) In accordance with regulation 28 of the Regulations, the Acquirers have opened an Escrow Account and deposited therein an amount of Rs.12,75,000/- (Rupees Twelve Lakh Seventy Five Thousand only) being more than 25% of the total consideration payable to the shareholders under the Offer with HDFC Bank Limited, Fort Branch, Mumbai. The Manager to the Offer is authorised to operate and release the value of the Escrow Account in terms of the regulations and accordingly HDFC Bank Limited has issued letter dated 31.12.2008 in favour of Manager to the Offer confirming the same.

c) The Acquirers have adequate financial resources and have made firm financial arrangements for the implementation of the Offer in full out of their own Networth and no borrowings from any Bank and/or Financial Institutions is envisaged.

d) Shri Giridhar Toshniwal (Membership No.205140), Partner of M/s. PPKG & Co., Chartered Accountants, having office at #4-1-371, 3rd Floor, Kundas Estate, Beside Hotel Jaya International, Abids, Hyderabad-01; Tel No.: 040-66132176 Fax No. : 04024761320 vide certificate dated 27.12.2008 has confirmed that sufficient resources are available with the Acquirers for fulfilling the obligations under this 'Offer' in full.

e) Based on the above, 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 for the funds and money for payment through verifiable means are in place to fulfill the Offer obligations.

9. OTHER TERMS OF THE OFFER:

a) The Letter of Offer relating to the Offer ('LOO') together with the Form of Acceptance cum Acknowledgement will be mailed to the shareholders of the Target Company [except the parties to the Agreement(s) and other Promoters], whose names appear on the Register of Members of the Target Company, at of the close of business hours on January 24, 2009 (Saturday) ('Specified Date').

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

c) All the Shareholders (registered or unregistered) of the Target Company (except the Parties to the Agreements) are eligible to participate in the Offer anytime before the closing of the Offer.

d) Shareholders holding equity shares in physical form who wish to accept the Offer and tender their shares will be required to send their duly signed Form of Acceptance cum Acknowledgement, Original Share Certificate (s) and duly signed and executed Transfer Deed (s) to the Registrar to the Offer, either by hand delivery on weekdays between (10.00 a.m. to 1.00 p.m. and 2.00 p.m. to 4.00 p.m.) or by Registered Post so as to reach on or before the Closing of the Offer, i.e. March 09, 2009 (Monday), in accordance with the instructions specified in the Letter of Offer and in the Form of Acceptance cum Acknowledgement.

e) Registered Shareholders who hold the shares of Target company and wish to tender their shares pursuant to the Offer will be required to submit the Form of Acceptance together with the Original Share Certificate(s), valid Share Transfer Deed(s) duly signed to the Registrars to the Offer, so as to reach on or before the closure of the Offer, i.e. March 09, 2009 (Monday), in accordance with the instructions specified in the Letter of Offer and the Form of Acceptance.

f) Unregistered Shareholders can send their application in writing to the Registrar to the Offer, on a plain paper stating the Name & Address of the First Holder, Name(s) & Address(es) of Joint Holder(s) if any, Number of Shares held, Number of Shares offered, Distinctive Numbers, Folio Number, together with the Original Share Certificate(s), valid Share Transfer Deeds and the original Contract Note(s) issued by the Broker through whom they acquired their shares. No indemnity is required from unregistered owner.

g) Shareholders of the Target Company who have sent their equity shares for transfer should submit Form of Acceptance duly completed and signed, copy of the letter to the Target Company (for transfer of said shares) and acknowledgement received thereon and valid share transfer form.

h) In case of non-receipt of the Letter of Offer, the eligible persons may (i) download the same from the SEBI's website (www.sebi.gov.in), (ii) obtain a copy of the same by writing to the Registrar to the Offer at Venture Capital and Corporate Investments Private Limited, 12-10-167, Bharat Nagar, Hyderabad-500 018, or (iii) make an application to the Registrar to the Offer, on a plain paper stating the Name & Address of the First Holder, Name(s) & Address(es) of Joint Holder(s) if any, Number of Shares held, Number of Shares offered, Distinctive Numbers, Folio Number along with documents as mentioned above so as to reach the Registrar to the Offer on or before the Closing of the Offer, i.e March 09, 2009 (Monday).

i) The shares acquired under the Offer shall be free from lien, charges and encumbrances of any kind whatsoever.

j) Applications in respect of equity shares of the Target Company that are subject matter of litigation wherein the shareholders of the Target Company may be prohibited from transferring the equity shares during the pendency of the said litigation are liable to be rejected if the directions / orders regarding these equity shares are not received together with the equity shares tendered under the Offer. The Letter of Offer in some of these cases, wherever possible, will be forwarded to the concerned statutory authorities for further action by such authorities.

k) The Registrar to the Offer will hold in trust the Equity Shares/Share Certificates, Form of Acceptance cum Acknowledgement, if any, and the transfer form(s) on behalf of the shareholders of the Target Company who have accepted the Offer, until the cheques/drafts for the consideration or the unaccepted equity shares/share certificates are dispatched /returned.

l) If the aggregate of the valid responses to the Offer exceeds the Offer size, then the Acquirers shall accept the valid applications received on a proportionate basis, in accordance with regulation 21(6) of the Regulations, subject to a minimum of 100 Shares or the entire holding if less than 100 shares, in case of physical mode.

m) Unaccepted Share Certificates, Transfer Forms and other documents, if any, will be returned by Registered Post/Speed Post at the shareholders'/unregistered owners' sole risk to the sole/first shareholder.

n) While tendering the equity shares under the Offer, NRIs/ foreign shareholders will be required to submit the previous RBI Approvals (specific or general) that they would have been required to submit to acquire the equity shares of the Target Company. In case the previous RBI approvals are not submitted, the Acquirers reserve the right to reject such equity shares tendered. While tendering shares under the Offer, NRI/ 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 ('Income Tax Act'), before remitting the consideration. In case the aforesaid Tax Clearance certificate is not submitted, the Acquirers will arrange to deduct tax at the rate as may be applicable to the category of the shareholder under the Income Tax Act, on the entire consideration amount payable to such shareholder.

o) As per the provisions of Section 196D(2) of the Income Tax Act, no deduction of tax at source shall be made from any income by way of capital gains arising from the transfer of securities referred to in Section 115AD of the Income Tax Act payable to a Foreign Institutional Investor ("FII") as defined in Section 115AD of the Income Tax Act.

p) The consideration to the shareholders whose shares or share certificates and/ or other documents are found complete, valid and in order, will be paid by crossed account payee cheques/ demand drafts/Electronic Clearing Services (ECS) at specified center where clearing houses are managed by the Reserve Bank of India within 15 days from the date of closing of the offer. Such consideration in excess of Rs. 1,500/- or unaccepted share certificate(s) , transfer deed(s) and other documents, if any., will be returned by registered post/ speed post, at the shareholders' registered / unregistered owners' sole risk to the sole/ first shareholder/ unregistered owner. The Acquirers are required to deduct tax on source, as may be applicable on payment of consideration to non-resident shareholders. All dispatches involving payment of a value upto Rs 1,500/- will be made under certificate of posting at the shareholders' sole risk.

q) Pursuant to regulation 22(5A) of the Regulations, equity shareholders of the Target Company desirous of withdrawing the acceptance tendered by them in the Offer may do so up to three working days prior to the closing date of the Offer. The withdrawal option can be exercised by submitting the documents as per the instructions below, so as to reach the Registrar to the Offer as per the mode of delivery indicated therein on or before March 04, 2009 (Wednesday).

r) The withdrawal option can be exercised by submitting the Form of Withdrawal, which is enclosed with the Letter of Offer.

i. In case of non-receipt of the Form of Withdrawal, the withdrawal option can be exercised by making a plain paper application along with the following details:

- Name & Address of the First Holder, Name(s) & Address(es) of Joint Holder(s) if any, Distinctive Numbers, Folio Number, Number of Shares offered; and

s) The shares withdrawn by the Shareholders, if any, would be returned by Registered Post.

t) A Schedule of some of the major activities in respect of the Offer is given below:

Activities	Date	Day
Specified Date*	January 24, 2009	Saturday
Last Date for a Competitive Bid, if any	January 22, 2009	Thursday
Date by which the Letter of Offer to be dispatched to the shareholders	February 11, 2009	Wednesday
Date of Opening of the Offer	February 18, 2009	Wednesday
Last date for revising the Offer Price/ Number of Shares	February 26, 2009	Thursday
Last date for Withdrawal of Acceptance by shareholders who have accepted the Offer	March 04, 200	Wednesday
Date of Closing of the Offer	March 09, 2009	Monday
Date by which communicating acceptance /rejection and payment of consideration for accepted shares / dispatch of Share Certificate in case of rejection	March 24, 2009	Tuesday

* Specified Date is only for the purpose of determining the names of shareholders as on such date to whom the Letter of Offer would be sent and owners (registered or unregistered) of the shares (except the Acquirers and Sellers) are eligible to participate in the Offer any time before the closure of the Offer.

10.GENERAL:

a) In accordance with regulation 22(5A) Shareholders of the Target Company who have accepted the Offer by tendering the requisite documents, in accordance with the terms of this Public Announcement and the Letter of Offer, shall have the option to withdraw acceptance tendered by them up to three (3) working days prior to the date of closing of the Offer, in terms of the Regulations i.e. March 04, 2009.

b) The Acquirers can revise the Offer Price upwards up to seven (7) working days prior to the closing of the Offer. If there is any upward revision in the Offer Price by the Acquirers until the last date of revision i.e., February 26, 2009 the same will be informed by way of a Public Announcement in the same newspapers in which this Public Announcement has appeared. The Acquirers would pay such revised price for all the equity shares validly tendered any time during the Offer and accepted under the Offer.

c) If there is a withdrawal of the Offer by the Acquirers, the same will be informed by way of a Public Announcement in the same newspapers in which this Public Announcement has appeared.

d) **If there is a Competitive Bid:**

i) **The Public Offers under all the subsisting bids shall close on the same date.**

ii) **As the Offer Price cannot be revised during 7 working days prior to the Closing date of the Offers/ bids, it would, therefore, be in the interest of the shareholders to wait till the commencement of that period to know the final Offer Price of each bid and tender their acceptance accordingly.**

e) Neither the Acquirers nor the Target Company has been prohibited by SEBI from dealing in securities, in terms of direction issued under Section 11B or any other regulations made under the Securities and Exchange Board of India Act, 1992 and subsequent amendments thereto.

f) Pursuant to regulation 13 of the Regulations, the Acquirers have appointed **Ashika Capital Limited,** as Manager to the Offer.

g) The Acquirers have appointed **Venture Capital and Corporate Investments Pvt. Limited,** as Registrar to the Offer, having their office at 12-10-167, Bharat Nagar, Hyderabad-500 018; Tel.: 040-23818475, 23818476; Fax:040- 23868024; E-mail: info@vcclindia.com; The Contact Person is Mr. P.V. Srinivas.

h) Please note that some financial data contained in this PA has been rounded off to the nearest Lakhs, except stated otherwise.

i) The Acquirers accept full responsibility jointly and severally for the information contained in this Public Announcement and also for the obligations of the Acquirers as laid down in terms of the Regulations.

j) This Public Announcement will also be available on SEBI's website (www.sebi.gov.in). Eligible persons to the Offer may also download a copy of the Form of Acceptance cum Acknowledgement, which will be available on SEBI's website at (www.sebi.gov.in) from the opening date of the Offer, i.e., February 18, 2009 (Wednesday) and apply in the same.

k) For further details, please refer to the Letter of Offer and Form of Acceptance cum Acknowledgement.

Issued by Manager to the Offer on behalf of the Acquirers:

ASHIKA
Growing & Sharing with You

ASHIKA CAPITAL LIMITED
1008, 10th Floor, Raheja Centre,
214, Nariman Point, Mumbai-400021.
Tel: 022-6611 1700; Fax: 022-6611 1710
E-Mail: mbd@ashikagroup.com
Contact Person: Ms. Nimisha Joshi

Aditya

Place: Mumbai **Date: January 01, 2009**