

**PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF
CINERAD COMMUNICATIONS LIMITED**

OPEN OFFER FOR ACQUISITION OF 13,52,000 (THIRTEEN LAKHS FIFTY TWO THOUSAND) EQUITY SHARES FROM SHAREHOLDERS OF CINERAD COMMUNICATIONS LIMITED (HEREINAFTER REFERRED TO AS “TARGET COMPANY” OR “CCL”) BY MR. PRADEEP KUMAR DAGA & MRS. VINITA DAGA (HEREINAFTER COLLECTIVELY REFERRED TO AS “THE ACQUIRERS”)

1. Offer details:

- **Offer Size:** This Open Offer is being made by the Acquirers for acquisition of 13,52,000 fully paid equity shares of Rs. 10/- each constituting 26.00% of the paid up equity and voting share capital of the Target Company.
- **Offer Price:** An Offer Price of Rs. 6.05 (Rupees Six and Five Paise Only) per equity share (hereinafter referred to as the “**Offer Price**”) per equity share will be offered for the shares tendered during the tendering period. Assuming full acceptance the total consideration payable by the Acquirers will be Rs. 81,79,600/- (Rupees Eighty One Lacs Seventy Nine Thousand Six Hundred Only).
- **Mode of payment:** The entire consideration will be paid in cash.
- **Type of offer** (Triggered offer, ~~voluntary offer/ competing offer~~ etc.): The Offer is a Triggered Offer made under Regulation 3(1) and Regulation 4 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“Regulations”).

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 /VRs acquired (Rs. in Crores)	Mode of payment (Cash/ securities)	Regulation which has triggered
		Number	% vis a vis total Equity / voting capital			
Direct	Share Purchase Agreement	23,53,222	45.25	Rs. 1.42	Cash	3(1) & 4

3. Acquirer(s) / PAC

Details	Acquirer 1	Acquirer 2	PAC1	PAC2	Total
Name of Acquirer(s)/PAC(s)	Mr. Pradeep Kumar Daga	Mrs. Vinita Daga	NA	NA	2
Address	10A, Debendra Ghosh Road, Dev Apartment, Flat No. 4ABC, Kolkata- 700 025	10A, Debendra Ghosh Road, Dev Apartment, Flat No. 4ABC, Kolkata- 700 025	NA	NA	NA
Name(s) of persons in control / promoters of acquirers/ PACs where Acquirers/ PAC are companies	NA	NA	NA	NA	NA
Name of the Group, if any, to which the Acquirer/PAC belongs to	NA	NA	NA	NA	NA
Pre-Transaction Shareholding - Number % of total share capital	Nil Nil	Nil Nil	NA NA	NA NA	Nil Nil
Proposed shareholding after the acquisition of shares which triggered the Open Offer	11,76,611 (22.63%)	11,76,611 (22.62%)	NA	NA	23,53,222 (45.25%)
Any other interest in the TC	NO	NO	NA	NA	NA

4. Details of Selling shareholders, if applicable

Name	Part of promoter group (Yes/ No)	Details of shares/ voting rights held by the selling shareholders			
		Pre Transaction		Post Transaction	
		Number	%	Number	%

India Emerging Capital Private Limited	Yes	23,53,222	45.25%	Nil	Nil
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5. Target Company

- **Name:** M/s. Cinerad Communications Limited
- **Exchanges where listed:** The Target Company is listed on Bombay Stock Exchange Limited.

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 Regulations vide a Detailed Public Statement on or before 11th January, 2012.
- The Acquirers undertake that they are aware of and will comply with their obligations under the Regulations and have adequate financial resources to meet the Offer obligations.

Issued by



MANAGER TO THE OFFER:

VC CORPORATE ADVISORS PRIVATE LIMITED

SEBI REGN NO: INM000011096

(Contact Person: Ms. Neha Dalmia/Urvi Belani)

31 Ganesh Chandra Avenue, 2nd Floor, Suite No -2C, Kolkata-700 013.

Phone No : (033) 2225-3940 / 3941

Fax : (033) 2225-3941

Email: mail@vccorporate.com

ON BEHALF OF ACQUIRERS:

Sd/-

Mr. Pradeep Kumar Daga

Mrs. Vinita Daga

Place: Kolkata

Date: 4th January, 2012