Public Announcement to the Shareholders of

COIMBATORE FLAVORS AND FRAGRANCES LIMITED

Registered Office – 5/82, Palani Gounden Pudur, K Vadamadurai Post, Coimbatore - 641017, Tamil Nadu

This Public Announcement ("PA") is being issued by Vivro Financial Services Private Limited ("VIVRO" or the "Manager to the Offer"), on behalf of Mr. Benny Abraham (hereinafter referred to as the "Acquirer") to the Equity Shareholders of Coimbatore Flavors and Fragrances Limited (herein after referred to as "CFFL"/ "Target Company"/ "Company") pursuant to and in compliance with Regulations 10 & 12 and other applicable provisions of the Securities & Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 (hereinafter referred to as "SEBI (SAST) Regulations, 1997") and subsequent amendments thereto.

1. The Offer

1.1 This Open Offer (hereinafter referred to as "Offer") is being made by Mr. Benny Abraham (hereinafter referred to as "Acquirer") to the Equity Shareholders of Coimbatore Flavors and Fragrances Limited, a company incorporated under the Companies Act, 1956, having its Registered Office at 5/82, Palani Gounden Pudur, K. Vadamadurai Post, Coimbatore – 641017.

1.2 The Acquirer has on 12th November, 2010, entered into a Share Purchase Agreement (SPA) with Mrs. S. Subashini, w/o (late) Mr. V Sivaramakrishnan, aged 62, presently residing at Sivaram Enclave, 15/3A Arts College Road Lane, Coimbatore- 641018 (the Seller), Tel. No. 0422 - 2642076, Email ID: subashini66@rediffmail.com, one of the promoters of the Target Company, to acquire 920,950 Equity Shares of CFFL constituting 30.70% of the present paid up and voting Capital of the Target Company at a price of Rs.3/- (Rupees Three only) per Equity Share for cash consideration (the Negotiated Price). Apart from the consideration @ Rs. 3/- per Equity Shares, no other compensation, directly or indirectly is given to the seller under the Share Purchase Agreement. The Agreement also provides that the Acquirer will also be given control of CFFL on successful completion of open offer formalities. This Agreement has necessitated the Open Offer in terms of Regulation 10 and 12 of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations 1997. The Offer is subject to the provisions of the Companies Act 1956, SEBI (SAST) Regulations as amended and listing agreement of the Target Company with the Stock Exchanges and other applicable Laws and Regulations in force.

1.3 There are no persons acting in concert (PAC) with the Acquirer for the purpose of this Offer.

1.4 **The salient features of the SPA are as under:**

- The sale and purchase of the Sale Shares shall be subject to compliance with the provisions of the SEBI (SAST) Regulations 1997.
- The Seller shall cause the company to comply with the provisions of the SEBI (SAST) Regulations, 1997.
- In case of non compliance with any of the provisions of the SEBI (SAST) Regulations, 1997 by the company or the Seller, this agreement for sale of the Sale Shares shall not be acted upon either by the Seller or by the Acquirer.
- Appropriate board resolutions shall be passed, including a board resolution taking on record the transfer in the beneficial ownership of the Transaction Shares from the Seller to the Buyer or to his nominee/s.
- Mr. C Sethuraman, one of the existing Promoters of the Target company and holding 51,540 Equity shares, representing 1.72% of the total paid up capital shall cease to be the Promoter of the Company on completion of the open offer formalities.

1.5 The Acquirer, Mr. Benny Abraham is making this Open Offer to the public shareholders of CFFL (other than the existing Promoters of CFFL) to acquire up to 6,00,000 fully paid-up Equity Shares of Rs. 10/- each of CFFL ("Equity Shares"), representing 20% of the paid up and voting share capital of CFFL, at a price of Rs. 3/- per fully paid-up Equity Share (the "Offer Price"), payable in cash subject to terms and conditions mentioned hereinafter, to those shareholders whose names appear on the register of members on Specified Date i.e. 30th November 2010

1.6 There are no partly paid-up shares.

1.7 As on the date of this PA, the Acquirer is not holding any equity shares of CFFL. The Acquirer has not acquired any equity shares of CFFL during the 12 months period preceding the date of this PA.

1.8 The offer is not conditional on any minimum level of acceptance.

1.9 This is not a Competitive Bid.

1.10 The offer is not as a result of global acquisition resulting to indirect acquisition of the Target Company.

1.11 The entire shares proposed to be acquired under this offer will be acquired by the Acquirer and no other persons/ entities propose to take part in the acquisition.

1.12 The Manager to the Offer does not hold any share in the Target Company as on the date of PA. They declare and undertake that they shall not deal in the shares of the Target Company during the period commencing from the date of their appointment as Manager to the offer till the expiry of 15 days from the date of closure of offer

1.13 The Acquirer has not entered into any separate non compete agreement with the Seller.

1.14 The Acquirer agrees to comply with the SEBI (SAST) Regulations, 1997 and complete the offer formalities

2. The Offer Price

2.1 The Equity Shares of CFFL are listed on the Coimbatore Stock Exchange Limited (CSX), Madras Stock Exchange Limited (MSE), Cochin Stock Exchange Limited (CSE) and Ahmedabad Stock Exchange Limited (ASE). As the shares have not been traded on CSX, MSE, CSE and ASE, the Equity Shares are deemed to be infrequently traded, within the meaning of Explanation (i) to regulation 20 (5) of the SEBI (SAST) Regulations, 1997.

2.2 The Equity Shares of CFFL are infrequently traded in terms of Explanation (i) to Regulation 20 (5) of SEBI (SAST) Regulations 1997 during the 6 months preceding the month in which this Public Announcement is made (i.e. during the months May 2010 to October 2010) at all the Stock Exchanges where listed. As the Equity Shares were infrequently traded, the Offer price has been determined taking into account the parameters as set out under Regulations 20(5)

a. Negotiated Price under the Share Purchase Agreement	Rs. 3/-
b. Highest Price paid by the Acquirer for acquisitions including by way of allotment in a public or rights or preferential issue during the 26 weeks prior to the date of Public Announcement	NA
c. Other Parameters	Based on the Audited Financials for the year ended March 31, 2010
Net worth (Rs. in lakhs)	88.38
Book Value per share (Rs.)	2.95
Earnings Per Share (Rs.)	(0.47)
Industry: Industry Multiple (P/E) *	36.3

*** (Source: Capital Market- October 18, 2010 – October 31, 2010, Personal Care-Indian)**
The Industry PE is not strictly comparable as the Industry segment covered by the Capital Market consist of companies, which have varied and different businesses compared to CFFL and also vary widely in terms of financial parameters with CFFL.

2.3 The Acquirer has obtained a share valuation certificate dated October 20, 2010 from Mr. K.P. Sebastian, (Membership No: 200553), Partner, Sebastian & Paulose, Chartered Accountants, having office at Door No. 38/1073, Behind Padma Theatre, Cochin- 682035 Telephone No. 0484-2362905. They have stated that based on the decision of the Hon'ble Supreme Court of India in the case of Hindustan Lever Employee Union v. Hindustan Lever Limited, (1995) (83 Comp Cases 30), the value of the equity shares of CFFL is Rs. 1.48 per Equity Share.

2.4 In view of the above, the Offer Price of Rs. 3/- (Rupees Three only) per share offered by the Acquirer to the shareholders of CFFL under the proposed Offer is justified in terms of Regulation 20(5) read with Regulation 20(11) of the Regulations.

3. Information about the Acquirer

3.1 Mr. Benny Abraham

a. Mr. Benny Abraham, son of Late Mr. Veloor Cherian Abraham aged 50 years, residing at 671A, Okamattathil House, Koothattukulam, Muvattupuzha Ernakulam Dist., Kerala – 686 662. Tel No. 0485 – 2253201, Email Id. bennyacff@gmail.com.

b. He is a Science graduate from Kerala University. He has about 25 years of experience in trade and business, mainly agro commodities, chemicals and civil contract works.

c. He is not a director in any other company.

d. Mr. K.P. Sebastian, Partner, Sebastian & Paulose, Chartered Accountants (Membership No. 200553), Telephone No. 0484-2362905, having their office at Door No. 38/1073, Behind Padma Theatre, Cochin – 682035 has certified vide his certificate dated October 13, 2010 that the net worth of Mr. Benny Abraham as on October 13, 2010 is Rs. 166 Lakhs and also certified that Mr. Benny Abraham has adequate financial resources to fulfill the obligations under this instant offer and that firm financial arrangements are made by him out of his personal savings and business income to meet the obligations under the acquisition.

e. Acquirer has not been prohibited by SEBI from dealing in securities, in terms of directions issued under Section 11B of the SEBI Act, 1992, as amended (the "SEBI Act") or under any other regulation made under the SEBI Act.

4. Information on the Target Company ("Coimbatore Flavors and Fragrances Limited"/ "CFFL")

4.1 CFFL was originally incorporated in the name of Indian Flavours and Fragrances Private Limited. on October 10, 1985 under the Companies Act, 1956 as Private Limited Company with the Registrar of Companies, Tamil Nadu, Coimbatore. It subsequently got converted into a public limited company with effect from December 3, 1994. The name of the Company was changed to Coimbatore Flavors and Fragrances Limited and fresh certificate of incorporation was obtained from Registrar of Companies, Tamil Nadu on January 22, 1996.

4.2 The registered office of CFFL is situated at 5/82, Palani Gounden, Pudur, K. Vadamadurai Post, Coimbatore – 641017, Tel. No. 0422 - 2642076, Fax No. 0422 - 26440 96, Email: cffindia@vsnl.com, Website:www.cffindia.com. The CIN of the Company is L24244TZ1985PLC001679.

4.3 The main objects of the Company as per the Memorandum of Association are as under:

1. To extract, manufacture and deal in floral concentrates and plant extracts and synthetics for the perfumery and flavour industry.
2. To carry on the business of running a computer centre.
3. To act as consultants and advisers to any person, firm, association, concern, company or corporation on problems of management, finance, industry, trade and commerce.

4.4 The Target Company is presently engaged in the business of producing and exporting perfumery raw materials and herbal extracts. The products of the Target Company include Concretes and Absolutes of Flowers Jasmine, Sambac and Tuberose, Herbal mosquito repellant and perfumed burning oil. The Target Company has obtained an ISO 9002 Certificate in 1994. The company is presently not carrying its core activity on a large scale.

4.5 As on the date of the PA, the Authorized Share Capital of the Company is Rs. 3,00,00,000/- divided into 30,00,000 Equity Shares of Face Value of Rs. 10/- each. The present issued, subscribed and paid up capital of the company is Rs. 3,00,00,000/- comprising of 30,00,000 Equity Shares of Face Value Rs. 10/- each fully paid up. There are no calls in arrears and no partly paid up shares in the Target Company.

4.6 The present Directors of the Company are Mrs. S Subashini, Mr. C Sethuraman, Mr. T P Muralidharan and Mr. Premjith K G.

4.7 None of the Directors of CFFL represent the Acquirer.

4.8 The equity shares of CFFL are listed on CSX, MSE, CSE and ASE and are not frequently traded. CFFL has paid the listing fees to Madras Stock Exchange Limited up to 2010-11. The company has paid listing fees up to the year 2003 to Coimbatore Stock Exchange Limited, Cochin Stock Exchange Limited and Ahmedabad Stock Exchange Limited.

4.9 CFFL is complying with the provisions of the listing agreement entered into with the Stock Exchanges and is regular in complying with the provisions of Chapter II of SEBI (SAST) Regulations, 1997.

4.10 CFFL has not entered into a tripartite agreement with the Depositories i.e. National Securities Depository Limited [NSDL] / Central Depository Services [India] Limited, [CDSL] for holding shares in demat mode.

4.11 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.

4.12 Financial information of CFFL as on 31st March, 2010 (Audited Accounts): Total Income is Rs. 17.04 Lakhs, Profit/(Loss) After Tax is Rs.(14.11) Lakhs, Paid up Equity Share Capital is Rs. 300.00 Lakhs and Net Worth is Rs. 88.38 Lakhs; Book Value per share is Rs. 2.95 and Earnings per Share (EPS) is Rs. (0.47). **(Source: Based on Audited Accounts for the year ended March 31, 2010)**

4.13 CFFL has confirmed that it has not been prohibited by SEBI from dealing in securities, in terms of directions issued under Section 11B of the SEBI Act, 1992, as amended (the "SEBI Act") or under any other regulation made under the SEBI Act.

4.14 CFFL is not a sick company within the meaning of the provisions of Section 3(1)(o) of the Sick Industrial Companies (Special Provisions) Act, 1985.

4.15 There has been no merger/ de-merger or spin off in the Company during the past three years.

5. Reason for the Offer and future plans

5.1 The Offer has been made pursuant to Regulation 10 & 12 of SEBI (SAST) Regulations, 1997 and other provisions of Chapter III of the Regulations.

5.2 The main object of the Offer is to acquire substantial acquisition of shares and voting rights accompanied with the change in management and control of the company. The Acquirer is proposing to acquire control solely from the present promoters. Mr. C Sethuraman, one of the Promoters of the Target Company holding 51,540 Equity shares, representing 1.72% of the total paid up capital shall cease to be the Promoter of the Company on completion of the open offer formalities.

5.3 The Acquirer intends to expand IT related and trading business in the Target Company and thereby improve the operational performance of the Target Company. Depending on the requirements of the business and subject to the provisions of the Companies Act, 1956, Articles of Association of the company and all applicable laws, rules and regulations, the Acquirer will take appropriate business decisions from time to time in this regard. The Acquirer also intends to reap the benefits of listing on the Stock Exchanges available to the company through this acquisition.

5.4 The Acquirer does not have any plan to dispose off or otherwise encumber any assets of CFFL in the succeeding two years from the date of the Closure of the Offer, except in connection with restructuring or otherwise in the ordinary course of business, with the prior approval of the shareholders of CFFL.

6 Statutory / Other Approvals Required for the Offer

6.1 The Offer is subject to the receipt of approval, if any, of RBI under the Foreign Exchange Management Act, 1999 (FEMA) for the acquisition of equity shares by the Acquirer from the Non-Resident shareholders under the Offer. In case of acceptances from Non Residents, the Acquirer shall make requisite application to the RBI after Closure of the Offer.

6.2 Barring unforeseen circumstances, the Acquirer would endeavor to obtain all the approvals within 15 days from the date of the Closure of the Offer. In case of delay in receipt of any statutory approval, if any, SEBI has power to grant extension of time to the Acquirer for the payment of the consideration to the shareholders subject to the Acquirer agreeing to pay interest as directed by SEBI under Regulation 22(12) of SEBI (SAST) Regulations, 1997. If the delay occurs due to willful default of the Acquirer in obtaining the requisite approval, if any, Regulation 22(13) will become applicable under which the amount lying in the escrow account shall be liable to be forfeited apart from the penalty as provided in the Regulations.

6.3 No Approval from any Banks/ Financial Institutions is required for the purpose of this Offer, to the best of the knowledge of the Acquirer.

6.4 As on the date of this PA, to the best of the knowledge of the Acquirer no other statutory approvals are required to be obtained for the purpose of this Open Offer.

7 Delisting Option to the Acquirer

The acquisition of 20 % of the voting capital of CFFL under this Offer and the Shares being acquired through the Share Purchase Agreement will not result in public Shareholding falling below the level required for continued Listing. Assuming full acceptance under this Offer, the post offer holding of the Public shall be 49.30 % of the voting Capital. The Acquirer further declares that he does not have any intention to delist the Equity Shares of Target Company after this Open Offer.

8 Financial Arrangements:

8.1 The Acquirer has adequate financial resources to meet the financial requirements of the Offer. The Acquirer has made firm financial arrangements in terms of Regulation 16(xiv) for the resources required to complete the offer in terms of the Regulations. No borrowings from Banks / Financial Institutions are being made for the purpose. The funds to be utilized shall be out of his personal savings and business income. The funds to be utilized shall be domestic and not any foreign funds.

8.2 The maximum purchase consideration payable by the Acquirer assuming full acceptance of offer i.e. 6,00,000 fully paid up equity shares is Rs. 18,00,000/- (Rupees Eighteen Lakhs Only) at a price of Rs. 3/- (Rupees Three only) per equity share (the "Offer Price") payable in cash. In accordance with regulation 28 of the Regulations, the Acquirer has created an Escrow Account in the name and style of **"CFFL – Open Offer – Escrow Account"** with HDFC Bank Limited at its branch office at 115, Dr. Radhakrishna Salai, 9th Floor, Mylapore, Chennai - 600004 and has deposited Rs.5,00,000 (Rupees Five Lakhs only) being more than 25% of the total consideration payable under the Offer.

8.3 The Acquirer has arranged a lien on the cash deposit in favour of the Manager to the Offer. The Manager to the Offer is authorised to realise the value of the escrow in terms of the Regulations

8.4 Mr. K.P. Sebastian, Partner, Sebastian & Paulose, Chartered Accountants (Membership No. 200553), having their office at Door No. 38/1073, Behind Padma Theatre, Cochin – 682035 has certified vide his certificate dated October 13, 2010 that the net worth of Mr. Benny Abraham as on October 13, 2010 is Rs. 166 Lakhs and also certified that Mr. Benny Abraham has sufficient means to fulfill his part of the obligations under this instant offer.

8.5 The Manager to the Offer has satisfied itself that the Acquirer has sufficient funds to meet the obligations under the SPA and the Open Offer.

9. Other Terms of the Offer

9.1 This is not a conditional offer and there is no stipulation as to the minimum level of acceptance.

9.2 The Letter of Offer ("LOO") together with the Form of Acceptance cum Acknowledgement ("FOA"), Form of Withdrawal ("FOW") and Transfer Deed (for shareholders holding equity shares in the physical form) will be mailed to those shareholders of CFFL (except Acquirer and the Seller under the SPA as stated in Para 1.2 hereinabove) whose names appear on the register of members of CFFL at the closure of business hours on 30th November, 2010 (the "Specified Date").

9.3 Accidental omission to dispatch LOO to any member entitled to this Open Offer or non-receipt of the LOO by any member entitled to this Open Offer shall not invalidate the Open Offer in any manner whatsoever.

9.4 The Acquirer can revise the price upwards upto 7 working days prior to the date of Closure of the Offer i.e. 19th January 2011 and revision, if any, in the offer price would appear in the same newspaper where the original PA was published and same price would be paid to all the shareholders who tender their shares in the Offer.

9.5 The Acquirer has appointed Integrated Enterprises (India) Limited as Registrar to the Offer. Shareholders who are holding shares in physical form (i.e. share certificates) and wish to tender their shares may send the FOA together with the Original Share Certificate(s) and Transfer Deed(s) duly signed to the Registrar to the Offer at the address: II Floor, "Kences Towers", No.1 Ramakrishna Street, North Usman Road, T Nagar, Chennai – 600 017 in an envelope subscribing the same either by hand delivery during normal business hours Monday to Friday 11.00 a.m. to 4.00 p.m. (excluding Bank Holidays) or by Registered Post on or before the closure of the Offer i.e. 29th January, 2011 in accordance with the instructions specified in the LOO and the FOA.

9.6 All owners of shares registered or unregistered (except the Acquirer and parties to the SPA) who own the shares at any time prior to the closure of the Offer are eligible to participate in the Offer. Unregistered owners/ shareholders who have not received LOO can send their application in writing, on a plain paper stating the name, address, number of shares held, number of shares offered to, distinctive numbers, folio no., together with documents stated at Para 9.2 above so as to reach the Registrar to the Offer on or before 29th January 2011 i.e. before the closing date. In case of unregistered owners, the same should be accompanied by a copy of the contract note issued by the broker through whom they acquired their shares. No indemnity is required from the unregistered owners. Where the transfer deeds are signed by a constituted Attorney, a certified copy of the Power of Attorney shall also be lodged. In the case of body corporate/ limited companies, certified copy of the Memorandum and Articles of Association and copy of the Board Resolution authorizing the signatory, shall also be sent.

9.7 In case of non-receipt of the LOO, the eligible persons may send their consent, to the Registrar to the Offer, on a plain paper stating the name, address, number of shares held, number of shares offered, distinctive numbers, folio no. along with the document as mentioned above, so as to reach the Registrar to the Offer on or before the closure, i.e. 29th January 2011. Such shareholders may also download the FOA from the website of SEBI i.e. http://www.sebi.gov.in which will be made available from the date of opening of the Offer.

9.8 The Registrar to the Offer will hold in trust the shares, FOA, if any, and the transfer form(s) on behalf of the shareholders of CFFL, who have accepted the Offer, until the cheques/ drafts for the consideration and/ or the unaccepted shares/ share certificates are dispatched/ returned.

9.9 Unaccepted Share Certificates, transfer forms and other documents, if any, will be returned by Registered Post to the sole/ first shareholder at the shareholders/ unregistered owners, sole risk.

9.10 Shares tendered by the shareholders in the Offer shall be free from lien, charges and encumbrances of any kind whatsoever. Shares, if any, that are subject matter of litigation wherein the shareholder(s) may be precluded from transferring the shares during the pendency of the said litigation are liable to be rejected in case directions/ orders regarding these shares are not received together with the shares tendered under the Offer. The LOO in some of these cases, wherever possible, would be forwarded to the concerned statutory authorities for further action at their end.

9.11 While tendering shares under the Offer, NRIs/ OCBs/ foreign shareholders will be required to submit the previous RBI Approvals (specific or general) that they would have obtained for acquiring shares of CFFL. In case of previous RBI approvals not being submitted, the Acquirer reserves the right to reject the offer. While tendering shares under the Offer, NRI/ OCBs/ 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 Acquirer under the Income-tax Act, 1961 before remitting the consideration. In case the aforesaid Tax Clearance Certificate is not submitted, the Acquirer will arrange to deduct tax at the maximum marginal rate as may be applicable to the category of the shareholder under the Income-tax Act, 1961, on the entire consideration amount payable to such shareholder.

9.12 In case the shares tendered in the Offer are more than the shares agreed to be acquired by the Acquirer, the Acquirer shall accept all valid application received from the shareholders on a proportionate basis, in consultation with the Manager to the Offer, taking due care to ensure that the basis of acceptance, is decided in a fair and equitable manner and does not result in non-marketable lots.

9.13 Applications which are complete in all respects and which reach to the Registrar to the Offer on or before the date of Closure of the Offer i.e. 29th January 2011 would be approved and accepted by the Acquirer. The intimation regarding acceptance of applications and payment of consideration will be dispatched to the shareholders by Registered/ Speed Post at the shareholder's sole risk. In case of joint holder(s) the Cheque/ Demand Draft will be drawn in the name of the First Holder and in case of unregistered owners of shares the consideration will be paid to the person whose name is stated in the contract note.

9.14 The payment for the applications so accepted in the offer will be made by the Acquirer in cash through a crossed Demand Draft / Pay Order/ ECS Credit to the equity shareholders of CFFL whose equity share certificates and other documents are found in order and accepted by the acquirer within 15 days from the date of the Closure of the Offer.

9.15 The Acquirer is confident of completing all the formalities pertaining to the acquisition of the said shares, within 15 days from the date of closure of this Offer including payment of consideration to the shareholders who have accepted the Offer and for the purpose open a Special account as provided under Regulation 29 of SEBI (SAST) Regulations, 1997.
Provided that where the Acquirer is unable to make payment to the shareholders who have accepted the offer before the said period of 15 days due to non-receipt of requisite statutory approval, if any, the SEBI may, if satisfied that non-receipt of requisites statutory approval was not due to any willful default or neglect of the Acquirer or the failure of the Acquirer to diligently pursue the application for such approval, grant extension of time for the purpose, subject to the Acquirer agreeing to pay interest to the Shareholders for delay beyond 30 days, as may be specified by the SEBI from time to time

9.16 In accordance with Regulation 22(5)(A) of SEBI (SAST) Regulations, 1997, shareholders who have tendered requisite documents in terms of Public Announcement and LOO shall have the option to withdraw acceptance tendered up to 3 working days prior to the Offer closing date. The withdrawal option can be exercised by submitting the FOW (separately enclosed with the LOO which will be mailed to the shareholders of CFFL as on the Specified Date being 30th November 2010 together with copy of acknowledgment received from the Registrar to the Offer while tendering the acceptance together with following details:

- Name, Address, Distinctive No., Folio No., No. of shares tendered / withdrawn.

In case of non-receipt of form of withdrawal, the withdrawal can be exercised by making an application on the plain paper along with the details mentioned above.

10 SCHEDULE OF ACTIVITIES PERTAINING TO THE OFFER:

ACTIVITY	DAY & DATE
Specified Date (for the purpose of determining the names of the shareholders to whom the Letter of Offer would be sent)	Tuesday, 30-11-2010
Last Date for Competitive Bid	Tuesday, 07-12-2010
Day by which Letter of Offer to be Posted to the Shareholders	Thursday, 30-12-2010
Date of Opening of the Offer	Monday, 10-01-2011
Last Date for Revising the Offer price/ No. of Shares	Wednesday,19-01-2011
Last Date up to which the Shareholders may withdraw	Tuesday, 25-01-2011
Date of Closure of the Offer	Saturday, 29-01-2011
Date by which acceptance/ rejection would be communicated and the corresponding payment for the acquired shares and/ or the unaccepted shares/ share certificates will be dispatched/ credited.	Saturday, 12-02-2011

11 General

11.1 Shareholders who have accepted the offer by tendering the requisite documents, in terms of the PA/ LOO, can withdraw the same upto three working days prior to the date of the Closure of the Offer i.e.25th January 2011

11.2 The withdrawal of shares will be available only for the share certificates/ shares that have been received by the Registrar to the Offer or credited to the Special Depository Escrow Account.

11.3 The Acquirer can revise the price upwards upto 7 working days prior to the date of Closure of the Offer i.e. 19th January 2011 and revision, if any, in the offer price would appear in the same newspapers in which this PA has appeared and same price would be paid to all the shareholders who tender their shares in the offer.

11.4 Pursuant to Regulation 13 of the Regulations, the Acquirer has appointed Vivro Financial Services Private Limited as Manager to the Offer and the Manager to the Offer issues this PA on behalf of the Acquirer.

11.5 The Acquirer has appointed Integrated Enterprises (India) Limited, SEBI Registration Number : INR000000544 as the Registrar to the Offer, having office at II-Floor, "Kences Towers", No.1 Ramakrishna Street, North Usman Road, T Nagar, Chennai–600017, Telephone Number: 044-28140801, 802,803, Fax Number: 044-28142479, E-mail ID: corpserv@iepindia.com, Contact Person: Sriram S, Website: www.iepindia.com.

11.6 If there is a competitive bid:

- The public offer under all the subsisting bids shall close on the same date.
- As the offer price cannot be revised during 7 working days prior to the closing date of the offers/ bids, it would be therefore, in the interest of shareholders to wait till the commencement of that period to know the final offer price of each bid and tender acceptance accordingly.

11.7 The Acquirer, the Seller and CFFL have not been prohibited by SEBI from dealing in securities in terms of directions issued under Section 11B of SEBI Act, 1992, as amended or any other regulation made under the SEBI Act.

11.8 The Acquirer accepts full responsibility for the information contained in this PA and also for the fulfillment of obligations of the Acquirer as laid down in SEBI Takeover Regulations and subsequent amendments made thereto.

11.9 For further details please refer to the Letter of Offer and the Form of Acceptance cum Acknowledgement. This Public Announcement and the Letter of Offer together with Form of Acceptance cum Acknowledgement would also be available on SEBI's website at http://www.sebi.gov.in/. Eligible persons to the Offer may also download a copy of the Letter of Offer and Form of Acceptance cum Acknowledgement from the said website from the Offer Opening Date, 10th January 2011 and apply in the same.

Issued by:

MANAGER TO THE OFFER

VIVRO

Vivro Financial Services Private Limited.
SEBI REGN. No.: INM000010122
"Manu Mansion",
16/ 18, Shahid Bhagat Singh Road,
Opp. Old Customs House, Fort,
Mumbai – 400 023.
Tel.: (022) - 22657364, 22624656,22658397
Fax: (022) 22658406
Email-ID: investors@vivro.net
Contact Person: Mr. Ashok Mehta

REGISTRAR TO THE OFFER

Integrated Enterprises (India) Limited
SEBI Regn. No.: INR000000544
II-Floor, "Kences Towers",
No.1 Ramakrishna Street,
North Usman Road, T Nagar, Chennai–600017,
Tel:044-28140801, 802,803,
Fax Number: 044-28142479,
E-maiIID: corpserv@iepindia.com
Contact Person: Sriram S

Date: 16th November, 2010
Place: Coimbatore

on behalf of the Acquirer
Mr. Benny Abraham