ANNOUNCEMENT TO THE SHAREHOLDERS OF DCM SHRIRAM INDUSTRIES LIMITED

Regd. Office: Kanchenjunga Building, 6th Floor, 18, Barakhamba Road, New Delhi-110001

This Announcement ("Announcement") is being issued by **Mefcom Capital Markets Limited** ("Mefcom" or the "Manager to the Offer") for and on behalf of M/s. **HB Stockholdings Limited** (hereinafter referred to as "Acquirer" along with Mr. H.C. Bhasin (hereinafter referred to as "Person Acting in Concert" or "PAC")

This Announcement is in continuation of, and should be read in conjunction with, the original Public Announcement ("PA") published on November 19, 2007.

Terms used but not defined in this Announcement shall have the meaning assigned to them in the "PA". Shareholders are requested to note the following amendments with respect to the "PA".

1. **UPWARD REVISION OF OFFER PRICE**: As per the "PA", the Offer Price was Rs. 70/-(Rupees Seventy) per equity share. On and after the date of the "PA", "Acquirer", have purchased 2,54,212 equity shares of **DCM Shriram Industries Limited** (hereinafter referred to as "Target Company") as per the details given below:

Date	Mode of Acquisition	Stock Exchange	No. of Shares	Highest price (Rs.)	Lowest price	Average Price (Rs.)
November 19, 2007 to November 28, 2007	Market Purchase	The Stock Exchange, Mumbai	2,54,212	97.05	69.00	85.00

The highest purchase price for the above purchases is Rs.97.05 per equity share. However, the Acquirer, in terms of Regulation 20(7) read with Regulation 26 of the Regulations, has revised the Offer Price to Rs.120/-(Rupees One hundred Twenty Only) per equity share which is higher than the maximum price paid by the "Acquirer" since the date of publication of "PA" from the earlier Offer Price of Rs.70/-(Rupees Seventy) per equity share as per the Original PA. The revised offer is for acquisition of 35,00,000 fully paid- up equity shares of the face value of Rs. 10/- each of "Target Company" representing 22.88% of its paid up equity share capital of the Target Company at a price of Rs.120/-(Rupees One hundred Twenty Only) per share ("Revised Offer Price") payable in cash.

2. Consequent to the upward revision in the offer price, assuming full acceptance, the total monetary value of the Offer would be Rs. 4200 Lakhs.

3. Acquirer has created an escrow account for deposit of securities with M/s. Religare Securities Ltd., New Delhi. This escrow account comprises of 60,000 equity shares of M/s. Jaiprakash Associates Ltd. (Market Value Rs. 10,76,85,000/- (Rupees Ten Crores Seventy Six Lakhs Eighty Five Thousand only) based on closing market rate as on 28/11/2007 on BSE). After the upward revision of the offer price to Rs. 120/-, the deposit of securities with M/s. Religare Securities Ltd., in favour of the Manager to the Offer, is more than the requisite amount of the total consideration

payable under the revised Offer under the Regulation 28(9) of SEBI (SAST) Regulations.

4. Acquirer had deposited a sum of Rs.25,00,000/- (Rupees Twenty Five Lakhs Only) with HDFC Bank Ltd., Surya Kiran Building, K. G. Marg, New Delhi-110001 being more than 1% of the total consideration payable under the Offer with authority given to Manager to the Offer to operate and realize the value of the escrow account. After the upward revision of the Offer price to Rs. 120/-, the Acquirer have enhanced the cash deposit by Rs.17,00,000/- in the said escrow account and the balance is now Rs.42,00,000/- which is 1% of the total consideration payable under the revised Offer.

5. The Acquirer has adequate internal resources for financing the acquisition of equity shares under the Offer. M/s. P. Bholusaria & Co., Chartered Accountant, having office at 26/11, Shakti Nagar, Delhi-110007, Tel.:011-23845925, the Statutory Auditors of the Acquirer, through their partner Mr. Amit Goel (Membership No-92648), have certified on 28th November, 2007 that the Acquirer has adequate resources to meet the financial requirements of the total consideration payable under the revised Offer.

6. All other terms and conditions of the offer remain unchanged. The Acquirer, the PAC and the Board of Directors of the Acquirer respectively accept full responsibility for the information contained in this Announcement. The Acquirer, the PAC, the Board of Directors of the Acquirer respectively shall be jointly and severally responsible for fulfillment of their obligations under the SEBI (SAST) Regulations, 1997.

7. Public Announcement dated 19th November, 2007 and this announcement may also be downloaded from the SEBI's web site at www.sebi.gov.in.

This Public Announcement is issued by the Manager to the Offer on behalf of the "Acquirer" and "PAC"

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Place : New Delhi Date : November 29, 2007