PUBLIC ANNOUNCEMENT UNDER REGULATION 15(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF M/S. EINS EDUTECH LIMITED ("EEL" / "TARGET COMPANY")

Registered Office: Brijwasi Building, 4th Floor, Opp. Udyog Bhavan, Sonawala Road, Goregaon (E), Mumbai- 400 063

CASH OFFER FOR ACQUISITION OF EQUITY SHARES FROM SHAREHOLDERS

OPEN OFFER FOR ACQUISITION OF 70,200 (SEVENTY THOUSAND TWO HUNDRED ONLY) EQUITY SHARES FROM THE EQUITY SHAREHOLDERS OF EINS EDUTECH LIMITED, ("TARGET COMPANY" OR "EEL") BY WESTFIELD APPARELS PRIVATE LIMITED ("ACQUIRER" OR "WAPL").

1. Offer details:

- **Offer Size:** The Acquirer is hereby making a mandatory Open Offer in terms of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("**SEBI (SAST) Regulations**") to the equity shareholders of the Target Company to acquire 70,200 (Seventy Thousand Two Hundred Only) fully paid-up equity shares ("**Offer Size**") bearing a face value of Rs. 10/- each representing 26.00% of the total equity & voting share capital of the Target Company.

- **Offer Price:** An Offer Price of Rs. 55/- (Rupees Fifty Five Only) per fully paid- up equity share (hereinafter referred to as the "**Offer Price**") will be offered for the equity shares tendered during the tendering period. Assuming full acceptance the total consideration payable by the Acquirer will be Rs. 38,61,000/- (Rupees Thirty Eight Lacs Sixty One Thousand Only).

- **Mode of payment**: The entire consideration will be paid in cash.

- **Type of Offer:** The Offer is a mandatory Offer in compliance with regulation 3(1) and 4 of the SEBI (SAST) 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	1,76,450	65.35%	0.97	Cash	3(1) & 4

3. Acquirer:

Details	**Acquirer**
Name of Acquirer	M/s. Westfield Apparels Private Limited
Address	302/03, S-524, Agarwal Complex, Vikas Marg, School Block, Shakarpur, Delhi- 110 092
Name(s) of Persons in control /Promoter of Acquirer	1. Mr. Ramawtar Gupta, 2. Mr. Pramod Kumar Gupta
Name of the Group, if any, to which the Acquirer belongs to	Not Applicable

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Details	Acquirer
Pre-Transaction Shareholding • Number • % of total share capital	Nil (0.00%)
Proposed Shareholding after the acquisition of shares which triggered the Open Offer	1,76,450 equity shares (65.35%)
Any other interest in the TC	No

4. Details of Selling Shareholders:

Name	Part of Promoter Group (Yes/ No)	Details of shares/ voting rights held by the selling shareholder			
		Pre Transaction		Post Transaction	
		Number	%	Number	%
Mr. Sanjay Salunkhe	Yes	1,76,450	65.35%	Nil	0.00%
	TOTAL	**1,76,450**	**65.35%**	**Nil**	**0.00%**

5. Target Company:

- **Name:** M/s. Eins Edutech Limited having its Registered Office at Brijwasi Building, 4th Floor, Opp. Udyog Bhavan, Sonawala Road, Goregaon (E), Mumbai- 400 063.
- **Exchanges where listed**: The equity shares of the Target Company are listed on BSE Limited ("**BSE**") and The Calcutta Stock Exchange Limited ("**CSE**") only.

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 the SEBI (SAST) Regulations vide a Detailed Public Statement on or before 4th January, 2013.
- The Acquirer has given undertaking that it is aware of and will comply with its obligations under under the SEBI (SAST) Regulations and has adequate financial resources to meet the Offer obligations.
- This is not a Competitive Bid.

Issued by

MANAGER TO THE OFFER:
VC CORPORATE ADVISORS PRIVATE LIMITED
SEBI REGN NO: INM000011096
(Contact Person: Ms. Urvi Belani)
31 Ganesh Chandra Avenue, 2nd Floor, Suite No. -2C,
Kolkata-700 013
Phone No : (033) 2225-3940
Fax : (033) 2225-3941
Email: mail@vccorporate.com

ON BEHALF OF ACQUIRER:
For Westfield Apparels Private Limited
Sd/-
Director

Place: Kolkata
Date: 29th December, 2012

VC Corporate Advisors Private Limited
Kolkata