

# M/S. EURO FINMART LIMITED

## ("EFL"/ "TARGET COMPANY"/ "TC")

Registered Office: 291, Anarkali Complex, Jhandewalan Extension, New Delhi- 110 055,  
Phone No. 011-41540028, Fax No. 011-41540028, Email id: investor@eurofin.in

### Advertisement under Regulation 18 (7) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. This Advertisement is being issued by Comfort Securities Limited, Manager to the offer, on behalf of MR. ALOK KUMAR AGARWAL, Acquirer pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011 in respect of the open offer to acquire shares of the Euro Finmart Limited, Target Company. The Detailed Public Statement with respect to the aforementioned offer was made as per the following :

| Name of the Newspaper | Language | Editions                                                               | Date of Publication |
|-----------------------|----------|------------------------------------------------------------------------|---------------------|
| Business Standard     | English  | Kolkata, Delhi, Mumbai, Bhubhaneshwar and Kochi.                       | 31st August, 2012   |
| Business Standard     | English  | Ahmedabad, Pune, Luknow, Chandigarh, Bangalore, Chennai and Hyderabad. | 1st September, 2012 |
| Business Standard     | Hindi    | All Editions                                                           | 1st September, 2012 |
| Mumbai Lakshadeep     | Marathi  | Mumbai                                                                 | 31st August, 2012   |

Note: Due to technical reasons of publication i.e Business Standard the DPS was published on 31st August 2012 and on 1st September 2012 as above.

2. Offer Price is Rs.30/- per Equity Share and there is no revision in the offer price.
3. The Committee of Independent Directors of Target Company has given their comments on the Open offer on 20th October 2012 and it was published on 22nd October 2012 in the same news papers in which the Detailed Public Statement was published i.e in Business Standard, English and Hindi all editions, and Lakshadeep, Mumbai edition news papers
4. It is not a competing offer.
5. The Letter of Offer dated 23rd October 2012 has been dispatched to the shareholders on 29th October 2012.
6. The Letter of Offer along with form of acceptance would also be available at SEBI website (<http://www.sebi.gov.in/>) . In case of non receipt of Letter of Offer or Form of acceptance, the shareholders can also download from the website of SEBI for applying in the offer. Further, the shareholders have also option in case of non-receipt/non-availability of the form of acceptance, the application can be made on plain paper along with the following details:
- a. physical shares: Name, address, distinctive numbers, folio nos. number of shares tendered
- b. In case of dematerialized shares: Name, address, number of shares tendered/withdrawn, DP name, DP ID, Beneficiary account no. and a photocopy of delivery instruction in "off market" mode or counterfoil of the delivery instruction in "off market" mode, duly acknowledged by the DP in favour of the Depository Escrow Account.
7. All the changes suggested by SEBI in their comments vide letter no. CFD/DCR/23041/12 dated October 15, 2012 has been incorporated in the Letter of Offer.

#### 8. Schedule of Activities

| Activity                                                                                                                                                                                   | Day and Date                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Public Announcement (PA) Date                                                                                                                                                              | Monday, 27th August 2012      |
| Detailed Public Statement (DPS) Date                                                                                                                                                       | Friday, 31st August 2012      |
| Identified Date                                                                                                                                                                            | Wednesday, 17th October 2012  |
| Last date for making a competing offer                                                                                                                                                     | Monday, 24th September 2012   |
| Date when Letter of Offer were dispatched                                                                                                                                                  | Monday, 29th October 2012     |
| Date of commencement of tendering period                                                                                                                                                   | Monday, 5th November 2012     |
| Date of closure of tendering period                                                                                                                                                        | Tuesday, 20th November 2012   |
| Date by which the acceptance /rejection would be intimated and the corresponding payment for the acquired shares and /or the share certificate for the rejected shares will be dispatched. | Wednesday, 5th December 2012  |
| Date by which the underlying transaction which triggered open offer will be completed.                                                                                                     | Wednesday, 12th December 2012 |

Issued by Manager to the Offer on behalf of Mr. Alok Kumar Agarwal, Acquirer



#### COMFORT SECURITIES LIMITED

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Place: Mumbai

Date: 31.10.2012