PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE SHAREHOLDERS OF

FARRY INDUSTRIES LIMITED

Registered Office: 289/2 Kalpatru Soc., "B" Bldg., Office No. 15,Timber Market Road, Above Karing Hospital, Ghorpade Peth, Pune - 411 042. Tel. No.: 020 - 6500 7105; Fax No.: 020 - 2644 7428.

CASH OFFER FOR ACQUISITION OF EQUITY SHARES FROM SHAREHOLDERS

This Public Announcement ("PA") is being issued by the Manager to the Offer, Aryaman Financial Services Limited ("AFSL"), on behalf of Obike Trading Private Limited ("OTPL") and Tien Trading Private Limited ("TTPL") pursuant to Regulation 10 and 12 and other provisions of Chapter III and in compliance with the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto (hereinafter referred to as the "Regulations").

1. THE OFFER

1.1 This Open Offer is being made by Obike Trading Private Limited and Tien Trading Private Limited both having their Registered Office at 29/A, Raj Garden, Mahavir Nagar, Kandivali (West), Mumbai - 400067. Tel.: 022 - 3240 0390; Fax: 022 - 2860 9040 (hereinafter referred as "The Acquirers") to the equity Shareholders of M/s. Farry Industries Limited (hereinafter referred to as the "Target Company" or "FIL"). There are no Persons Acting in Concert ("PACs") with the Acquirers for the purpose of this offer.

1.2 The Acquirers have entered into a Share Purchase Agreement dated September 17, 2010 ("SPA" or "Agreement") with Mr. Farhang Azar and Mrs. Gulshan Azar both residing at Geetai Bungalow, Ram Indu Park, Maha Lunge Road, Baner, Pune - 411 008, Maharashtra. Telefax No.: 020 - 32940440 who are the promoters of the Target Company (hereinafter referred to as "the Sellers"), for the acquisition of 18,89,080 fully paid up equity shares ("Sale Shares") of Rs. 10/- each representing 62.70% of the paid up equity share capital of the FIL at a price of Rs. 12.90/- (Rupees Twelve and Paise Ninety Only) per equity share aggregating to Rs. 2,43,69,132/- (Rupees Two Crores Forty Three Lacs Sixty Nine Thousand One Hundred and Thirty Two Only) as detailed herein below:

Name of the Acquirers	No. of Equity Shares Agreed to be Acquired	% of the Share Capital of the FIL	Name of the Sellers	No. of Shares Agreed to be Sold by Sellers	% of the Share Capital of the FIL
Obike Trading Private Limited	11,11,900	36.90	Farhang Azar	11,11,900	36.90
Tien Trading Private Limited	7,77,180	25.79	Gulshan Azar	7,77,180	25.79
Total	**18,89,080**	**62.70**		**18,89,080**	**62.70**

Equity Shares held by Mr. Farhang Azar and Mrs. Gulshan Azar are under lock-in period upto October 31, 2010 pursuant to the directions issued by the Bombay Stock Exchange at the time of revocation of suspension in trading of Equity Shares of the Target Company.

The salient features of the SPA are:

1. At the time of execution of this agreement

(a) The Acquirers shall pay the amount of consideration of Rs. 2,43,69,132/- (Rupees Two Crores Forty Three Lacs Sixty Nine Thousand One Hundred and Thirty Two Only) after submission of 45 days report by the Lead Manager i.e. Aryaman Financial Services Limited.

(b) The Sellers shall deliver to the Acquirers

- Share delivery instruction slip of the relevant demat account / the original share certificates and duly executed transfer deeds for the same, to be retained by the Acquirers as security for the deposit placed with the Sellers;
- undated letters of resignation of all the Directors of the Company, containing a confirmation that the retiring directors have no claim whatsoever against the Company.

2. The purchase and sale of shares as contemplated hereinabove shall be completed within 15 working days from the date of submission of 45 days report issued by Manager to the Offer.

3. The Acquirers shall also have a right to reconstitute the Board of Directors of the Target Company and appoint their own nominee Directors as Directors / Chairman of the Target Company, only after completion of acts mentioned in points 1 and 2 above.

4. In case of non-compliance of any provisions of the SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 1997 pertaining to the Open Offer being triggered by this SPA, this agreement shall not be acted upon by the Sellers or the Acquirers.

5. The negotiated price for the purpose of this agreement shall be Rs. 12.90/- (Rupees Twelve and Paise Ninety Only) per fully paid Equity Shares aggregating to Rs. 2,43,69,132/- (Rupees Two Crore Forty Three Lac Sixty Nine Thousand One Hundred and Thirty Two Only) arrived on the basis of negotiation and which shall be the minimum Offer Price under Regulation 20 of the Takeover Regulations.

1.3 Apart from 18,89,080 (Eighteen Lac Eighty Nine Thousand and Eighty) fully paid up equity shares which the Acquirers agreed to acquire in terms of SPA; the Acquirers does not hold any equity shares of FIL.

1.4 As a result of the proposed acquisition under SPA, the shareholding of the Acquirers exceeds 15% of the Fully Paid up Equity Share Capital of the Target Company resulting in triggering of the Regulations and hence this Offer is being made pursuant to and in terms of the Regulations.

1.5 Obike Trading Private Limited and Tien Trading Private Limited, is making an open offer to the public shareholders (i.e. Shareholders other than the Acquirers and Sellers) of Farry Industries Limited to acquire upto 6,02,620 (Six Lac Two Thousand Six Hundred and Twenty) representing 20% of the Equity Share Capital of FIL at a price of Rs. 24/- (Rupees Twenty Four Only) per share ("Offer Price") payable in cash subject to the terms and conditions mentioned in this PA and in the Letter of Offer that will be circulated to the shareholders in accordance with the SEBI (SAST) Regulations. This Offer is not subject to any minimum level of acceptance.

1.6 The shares of the Target Company are presently listed in India on Bombay Stock Exchange (BSE), Delhi Stock Exchange (DSE), and Ahmedabad Stock Exchange (ASE). There has been no trading of FIL on DSE and ASE.

1.7 Trading data of equity shares of FIL on BSE is as follows:

Name of the Stock Exchange	Total Number of shares traded preceding the date of Public Announcement	Total Number of Listed Shares	Annualized Trading Turnover (in terms of % to Total Listed Shares)
BSE	1,50,900	30,13,100	32.64*
DSE	Nil	30,13,100	--
ASE	Nil	30,13,100	--

This Scrip of the Company was suspended by BSE for trading since May 2002 due to non-compliance with the Listing Agreement. However, the suspension in trading of Equity Shares has been revoked w.e.f July 28, 2010 as per BSE Notice No. 20100722-10 dated July 22, 2010. The equity shares of FIL started trading on Bombay Stock Exchange only from July 28, 2010. Hence, the equity shares of FIL have been listed at BSE within 6 months.

* The annualized trading turnover in the shares of the Target Company on BSE based on trading volume during July 28, 2010 to September 21, 2010 i.e for 56 days (actual number of days for which shares have been listed preceding the date of PA) which is more than 5% of total listed shares at the stock exchange, the Shares are deemed to be frequently traded as per explanation (iii) to Regulation 20(5) of the Regulations.

1.8 Since the Equity Shares of the Target Company has been frequently traded as per explanation (iii) to Reg. 20(5) at the BSE and has been infrequently traded as per explanation (i) to Reg. 20(5) at the ASE & DSE; the Offer price of Rs. 24.00 has been justified, taking into account, the following parameters, as set out under Reg. 20(4) & Reg. 20(5):

(a)	Negotiated price under the Shares Purchase Agreement	Rs. 12.90
(b)	Highest price paid by the Acquirers for acquisitions, if any, including by way of allotment in a Public or Rights or Preferential Issue, during the 26 week period prior to the date of the Public Announcement.	Not Applicable
(c)	The average of the weekly high and low of closing prices of the shares during 26 weeks period preceding the Date of Public Announcement	Rs. 23.81
(d)	The average of the daily high and low of the prices of the shares during two weeks period preceding the Date of Public Announcement	Rs. 19.79
(e)	**Other Parameters as at:**	**March 31, 2010 (Audited)**
	(i) Return on Networth (%)	0.53
	(ii) Book Value Per Share	Rs. 12.88
	(iii) Earning Per Share	Rs. 0.07

In view of the parameters considered and presented in table above, in the opinion of the Acquirers and Manager to the Offer, the Offer Price of Rs. 24/- (Rupees Twenty Four Only) per Share being the highest of the prices mentioned above is justified in terms of Regulation 20(4), 20(5) & 20(11) of the Regulations.

1.9 As on the date of PA, the Manager to the Offer does not hold any equity share in the Target Company. They declare and undertake not to deal in the shares of FIL during the period commencing from the date of their appointment as Manager to the Offer till the expiry of 15 days of closure of the Offer.

1.10 There are no 'Persons Acting in Concert' within the meaning of Regulation 2(1)(e) of the Regulations in relation to this Offer. However, due to the applicability of Regulation 2(1)(e) of the Regulations, there could be certain entities deemed to be Persons Acting in Concert with the Acquirers.

1.11 The Offer is not subject to any minimum level of acceptances and is not a conditional Offer.

1.12 The Acquirers shall accept all the equity shares of FIL those are tendered in valid form in terms of this Offer upto maximum of 6,02,620 (Six Lacs Two Thousand Six Hundred and Twenty) representing 20.00% of the Paid-up Equity Share capital of FIL.

1.13 This is not a competitive bid.

1.14 All shares tendered shall be free from lien, charges and encumbrances of any kind, whatsoever.

1.15 The Acquirers have undertaken to comply with the Regulations and complete the Offer formalities irrespective of the compliance or fulfillment or outcome of the Agreement and its related conditions.

1.16 The Acquirers, Sellers and the Target Company have not been prohibited by SEBI from dealing in securities, in terms of directions issued under Section 11B of the Securities Exchange Board of India Act, 1992 as amended (the "SEBI Act") or under any other Regulation made under the SEBI Act.

1.17 The Offer is not as a result of global acquisition resulting in indirect acquisition of FIL.

1.18 The Acquirers have not entered into any inter-se agreement for the purpose of allocation of the shares received in this Offer. The shares, which will be tendered in the Open Offer, will be allocated amongst the Acquirers as per their mutual consent.

2. INFORMATION ABOUT THE ACQUIRERS

2.1 OBIKE TRADING PRIVATE LIMITED ("OTPL")

2.1.1. OTPL was incorporated as "Obike Trading Private Limited" on April 16, 2009 under the Companies Act, 1956 as a Private Limited Company. The Corporate Identity No. is U51109MH2009PTC191739. The Registered Office of the OTPL is situated at 29/A, Raj Garden, Mahavir Nagar, Kandivali (West), Mumbai - 400067. Tel. No.: 022 - 3240 0390; Fax No.: 022 - 2860 9040. The Current Promoters of the Company are Mrs. Bhavna Mehta and Mrs. Disha Mehta.

2.1.2. The main object of the OTPL is to carry on the business of general merchants, wholesale and retail traders, importers, exporters, in all kinds of goods, produce, plant, machinery, machinery parts and spares, vehicles of all kinds, tools and tackle, precious metals and stones and works of art. No money circulating scheme shall be carried out by the Company.

2.1.3. The current paid-up share capital of the OTPL is Rs. 50.00 Lacs, consisting of 5,00,000 equity shares of Rs. 10/- each. As on date, Mrs. Bhavna Mehta and Mrs. Disha Mehta are on the board of OTPL. The shares of OTPL are not listed on any Stock Exchange.

2.1.4. Brief financial details of OTPL, based on the un-audited financial for the period of four months ended July 31, 2010 and audited financial for the period ended March 31, 2010 are as follows:

Particulars	31-July-10 (Un-Audited)*	31-Mar-10 (Audited)
Total Income (Rs. in Lacs)	Nil	6.79
Profit / (Loss) After Tax (Rs. in Lacs)	(0.51)	3.89
Paid up Equity Share Capital (Rs. in Lacs)	50.00	1.00
Net Worth (Excluding Revaluation Reserve) (Rs. in Lacs)	140.64	4.62
Book Value Per Share (BV) (Rs.)	28.13	46.20
Return on Net Worth (RONW) (%)	Negative	84.20 %
Earnings Per Share (EPS) (Rs.)	(0.10)	38.88

*Certified by Auditors.

2.1.5. OTPL 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.

2.2 TIEN TRADING PRIVATE LIMITED ("TTPL")

2.2.1. TTPL was incorporated as "Tien Trading Private Limited" on April 16, 2009 under the Companies Act, 1956 as a Private Limited Company. The Corporate Identity No. is U51109MH2009PTC191736. The Registered Office of the TTPL is situated at 29/A, Raj Garden, Mahavir Nagar, Kandivali (West), Mumbai - 400067. Tel. No.: 022 - 3240 0390; Fax No.: 022 - 2860 9040. The Current Promoters of the Company are Mrs. Bhavna Mehta and Mr. Abhishek Mehta.

2.2.2. The main object of the TTPL is to carry on the business of general merchants, wholesale and retail traders, importers, exporters, in all kinds of goods, produce, plant, machinery, machinery parts and spares, vehicles of all kinds, tools and tackle, precious metals and stones and works of art. No money circulating scheme shall be carried out by the Company.

2.2.3. The current paid-up share capital of the TTPL is Rs. 50.00 Lacs, consisting of 5,00,000 equity shares of Rs. 10/- each. As on date, Mrs. Bhavna Mehta and Mr. Abhishek Mehta are on the board of TTPL. The shares of TTPL are not listed on any Stock Exchange.

2.2.4. Brief financial details of TTPL, based on the un-audited financial for the period of four months ended July 31, 2010 and audited financial for the period ended March 31, 2010 are as follows:

Particulars	31-July-10 (Un-Audited)*	31-Mar-10 (Audited)
Total Income	NIL	3.98
Profit / (Loss) After Tax (Rs. in Lacs)	(0.04)	2.00
Paid up Equity Share Capital (Rs. in Lacs)	50.00	1.00
Net Worth (Excluding Revaluation Reserve) (Rs. in Lacs)	139.22	2.73
Book Value Per Share (BV) (Rs.)	27.84	27.29
Return on Net Worth (RONW) (%.)	Negative	73.12
Earnings Per Share (EPS) (Rs.)	(0.01)	20.00

*Certified by Auditors.

2.2.5. TTPL 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.

2.3 OTHER INFORMATION ABOUT THE ACQUIRERS

2.3.1. The Acquirers have not been prohibited by SEBI from dealing in securities, in terms of direction issued u/s 11B of SEBI Act or under any of the Regulation made under the SEBI Act.

2.3.2. There are no 'Persons Acting in Concert' within the meaning of Regulation 2(1)(e)(1) of the Regulations in relation to this Offer.

2.3.3. There is no agreement among the Acquirers as regard to the Open Offer, except as provided in the SPA.

3.3.1. The Acquirers OTPL and TTPL are associated with each other as the current promoters of both the companies are from one family only.

2.3.4. The Acquirers do not hold any shares of the Target Company. So, provisions of Chapter II of SEBI (SAST) Regulations, 1997 are not applicable.

3. INFORMATION ABOUT THE TARGET COMPANY

3.1 The Registered & Corporate Office of M/s. Farry Industries Limited is situated at 289/2 Kalpatru Soc., "B" Bldg., Office No. 15,Timber Market Road, Above Karing Hospital, Ghorpade Peth, Pune - 411 042. Tel. No.: 020 - 6500 7105; Fax No.: 020 - 2644 7428. As on date of PA, the Company does not have any manufacturing facilities.

3.2 The Company was incorporated with the main objective of carrying on and undertaking the business of finance, hire purchase, leasing and to finance lease operations, and of purchasing, selling, re-selling, hiring or letting on hire, hire purchase, installment purchase or deferred payment or similar terms any goods, properties of all and every description, moveable or immoveable. The existing and proposed activities are in the object and ancillary clause of Memorandum and Articles of association.

3.3 As on date of this PA, the issued, subscribed and paid-up capital of the Target Company is Rs. 3,01,31,000 (Rupees Three Crore One Lac and Thirty One Thousand Only) divided into 30,13,100 (Thirty Lac Thirteen Thousand and One Hundred) equity shares of Rs. 10/- each. There are no partly paid up shares in the Target Company. There are no outstanding convertible instruments (debentures/warrants/ FCDs /PCDs) etc. into equity shares on any later date. Currently there are 18,89,080 Equity Shares are under lock-in period.

3.4 The Equity shares of FIL are listed only on Bombay Stock Exchange Limited, Mumbai (BSE); Delhi Stock Exchange Limited, Delhi (DSE) and Ahmedabad Stock Exchange Limited, Ahmedabad (ASE).

3.5 As on the date of the PA, the Board of Directors of Target Company consists of Mr. Farhang Azar, Mrs. Gulshan Azar, Mr. Mahesh Jethva and Mr. Hemang Sampat.

3.6 The brief audited financials of the Target Company are as follows:

Particulars	31-Mar-10 (Audited)	31-Mar-09 (Audited)
Total Income (Rs. in Lac)	37.47	45.06
Profit / (Loss) After Tax (Rs. in Lac)	2.04	(1.84)
Earning Per Share (Rs.)	0.07	(0.06)
Book Value Per Share (Rs.)	12.88	12.81
Networth (Rs. in Lac)	388.16	386.12
Return on Networth (%)	0.53	Negative

4. REASONS FOR THE ACQUISITION, OFFER AND FUTURE PLANS

4.1 The Offer has been made pursuant to Regulations 10 and 12 and other provisions of Chapter III and in compliance with the Regulations.

4.2 The prime object of the Offer is to acquire substantial acquisition of shares / voting rights of the Target Company thereby obtaining management control of the Target Company. After acquiring the company, they will take this proposed acquisition as strategic alignment in expanding its activities, business into financing & investment related business activities. The Acquirers believes that the acquisition of a majority stake in Target Company will strengthen its business strategy and is a step towards becoming a broad based and integrated player in financial services business.

4.3 The Acquirers do not have any plans to dispose of otherwise encumber any assets of FIL in the next two years except in the ordinary course of business of the Target Company and except to the extent required for the purpose of restructuring and / or rationalization of operations, assets, investments, liabilities or otherwise of the Target Company for commercial reasons and operational efficiencies.

4.4 Other than in the ordinary course of business, the Acquirers undertake that they will not sell, dispose of or otherwise encumber any substantial asset of the Target Company except with the prior approval of the shareholders of the Target Company and in accordance with and subject to the applicable laws, permissions and consents, if any.

5. STATUTORY APPROVALS / OTHER APPROVALS REQUIRED FOR THE OFFER

5.1 The Offer is subject to the Acquirers obtaining the approval(s) from Reserve Bank of India (RBI), if any, under the Foreign Exchange Management Act, 1999 ("FEMA").

5.2 FIL was registered with Reserve Bank of India as a Non Banking Finance Company (NBFC). In view of this, the acquisition of Shares and taking control by the Acquirers is subject to regulations by Reserve Bank of India governing Non Banking Finance Companies (NBFCs).

5.3 As on date of this PA, to the best of the knowledge of the Acquirers, there are no other statutory approvals and / or consents required. However, the Offer would be subject to all-statutory approvals as may be required and / or may subsequently become necessary to acquire at any later date.

5.4 In case of delay in receipt of any statutory approval, SEBI has the power to grant an extension of the time required for payment under the Offer provided that the Acquirers agree to pay interest in accordance with Regulation 22(12) of the Regulations. Further, if the delay occurs due to the willful default or neglect or inaction of Acquirers in obtaining the requisite approvals, the amount lying in the Escrow Account shall be liable to be forfeited and dealt in the manner provided in Regulation 28(12)(e) of the Regulations, apart from the Acquirers being liable for penalty as provided in the Regulations.

5.5 No approval is required from any bank or financial institution, for this Offer, to the best of the knowledge of the Acquirers.

6. OPTION IN TERMS OF REGULATION 21(2)

In the event, pursuant to this Offer or otherwise, if the public shareholding in the Target Company falls below 25% of its outstanding equity share capital, the Acquirers will, in accordance with regulation 21(2) of the Regulations, facilitate the Target Company to raise the level of public shareholding to the level specified for continuous listing in the Listing Agreement with the stock exchange within the specified time and in accordance with the prescribed procedure under amended clause 40A(viii) of the Listing Agreement and in compliance with the Regulations.

7. FINANCIAL ARRANGEMENTS

7.1 Acquirers have adequate financial resources and have made firm financial arrangements for the implementation of the Offer in full, out of their own sources and no borrowings from any Bank and / or Financial Institution are envisaged. Mr. Arvind M. Darji (Membership No. 41748) of Arvind Darji Associates, Chartered Accountants, having their office situated at 402-A, Chandan Chambers, 4th Floor, 138 Modi Street, Fort, Mumbai – 400 001. Tel. No.: 022 - 6654 1574, Telefax.: 022 - 6633 1574, Email: amdarji@gmail.com; has confirmed that sufficient resources are available with the Acquirers for fulfilling the obligations under this 'Offer' in full.

7.2 The maximum purchase consideration payable by the Acquirers in the case of full acceptance of the offer is Rs. 1,44,62,880 (Rupees One Crore Forty Four Lac Sixty Two Thousand Eight Hundred & Eighty Only).

Acquirers have provided Bank Guarantees in favour of the Merchant Banker for Rs. 42.00 Lac (Rupees Forty Two Lac Only) dated September 20, 2010 from Union Bank of India, Branch: Sant Tukaram Road, Appejay Surrendra Building, Baroda Street, S. T. Road, Mumbai – 400 009 towards Escrow A/c i.e. more than 25% of the total consideration payable.

Further to the Bank Guarantees, the Acquirers have deposited Rs. 1,75,000 (Rupees One Lac Seventy Five Thousand Only) in cash, representing more than 1% of the total consideration under Open Offer with State Bank of India, Branch: Nariman Point, Mumbai – 400 021 as required under Regulation 28(10) of SEBI (SAST) Regulations, 1997 as and by way of security for fulfillment of the obligations under the Regulations by the Acquirers.

7.3 The Manager to the Offer i.e. Aryaman Financial Services Limited is authorized to operate the above-mentioned Bank Guarantees and Fixed Deposit amount to the exclusion of all others and to instruct the Escrow Banker to issue cheques / pay orders / demand drafts / ECS credit, if required, in accordance with the Regulations.

7.4 Based on the aforesaid financial arrangements and based on the confirmations received from the Chartered Accountant; the Manager to the Offer is satisfied about the ability of the Acquirers to implement the Offer in accordance with the Regulations. The Manager to the Offer confirms that the firm arrangement for the funds and money for payment through verifiable means are in place to fulfill the Offer obligations.

8. OTHER TERMS OF THE OFFER

8.1 The Offer is not subject to any minimum level of acceptance.

8.2 A Letter of Offer ("the Letter of Offer" or "LOO"), specifying the detailed terms and conditions of this Offer, along with a Form of Acceptance-cum-Acknowledgement ("the Form of Acceptance") and Form of Withdrawal, will be mailed to all the shareholders of FIL (other than the Acquirers and the Sellers) whose names appear on the Register of Members of FIL, at the close of business hours on, October 01, 2010 ("the Specified Date").

8.3 All the Shareholders registered or unregistered, (except the Acquirers and the Sellers) who own fully paid equity shares of FIL anytime before the closure of the Offer are eligible to participate in the Offer.

8.4 Shareholders who are holding fully paid Equity Shares and wish to tender their Equity Shares will be required to send their Form of Acceptance-cum-Acknowledgement, original Share Certificate(s) and blank transfer deed(s) duly signed to the Registrar to the Offer, **"Sharex Dynamic (India) Pvt. Ltd."** so that the same are received on or before the Closure of the Offer, at the address given below in para. 8.6, in accordance with the instructions specified in the Letter of Offer and the Form of Acceptance.

If the shareholders of the Target Company hold the shares in dematerialised form, those desirous of participating in the Offer may send their application along with the duly filled Form of Acceptance to the Registrar to the Offer, such that the applications are received by the Registrar to the Offer, on or before the closing date of the Offer, stating the name, address, number of Shares held, number of shares offered, Depository Participant ('DP') name, DP ID number, beneficiary account number along with a photocopy of the delivery instruction in 'off-market' mode, duly acknowledged by the DP in favour **"FIL Open Offer Operated by Sharex Dynamic (India) Pvt. Ltd."**, filled in as per instructions

Depository Name	CDSL
DP Name	Arcadia Share & Stock Brokers Pvt. Ltd.
DP ID Number	12034400
Beneficiary Account Number / Client ID	00706316

Shareholders should ensure credit of their shares in favour of the depository account mentioned above, before the closure of the Offer. Shareholders holding their beneficiary account in National Securities Depository Limited ('NSDL') will have to use an inter-depository delivery instruction slip for the purpose of crediting their Shares in favour of the special depository account with Central Depository Services India Limited ('CDSL').

8.6 All owners of fully paid equity shares of FIL, registered or unregistered who wish to avail of and accept the Offer can hand deliver the Form of Acceptance cum Acknowledgement along with all the relevant documents on all working days i.e. from Monday to Friday between 11.00 a.m. and 4.00 p.m. and on Saturday from 11.00 a.m. to 2.00 p.m. at:

Name & Address of Collection Center	Contact Person & Contact Numbers	Mode of Delivery
Sharex Dynamic (I) Private Limited Unit No.1, Luthara Ind. Premises, 1st Flr, 44-E, M Vasanti Marg, Andheri Kurla Road, Safed Pool, Andheri (E), Mumbai - 400 072.	**Shri B. S. Baliga** Tel.: 022 - 2851 5606 / 5644. Fax No.: 022 - 2851 2885 E-mail: sharexindia@vsnl.com	Hand Delivery / Registered Post

Neither the share certificate(s) nor transfer deed(s) nor the Form of Acceptance should be sent to the Sellers or Acquirers or FIL or the Manager to the Offer.

8.7 Persons who have acquired shares of the Target Company (irrespective of the date of purchase) but whose names do not appear in the Register of Members of the Target Company on the Specified Date or those who have not received the Letter of Offer and Unregistered owners who do not receive a copy of the Letter of Offer can send their application in writing on plain paper stating Name and Address of the First Holder, Name(s) & Address(es) of Joint Holder(s) if any, Number of equity shares held, Number of equity shares offered, Distinctive Nos., Folio No., together with the original Share Certificate(s), valid Transfer Deeds and the Original Contract Note issued by the Broker of a recognized stock exchange, through whom they acquired their equity shares and / or such other documents as may be specified, so as to reach the Registrars to the Offer on or before the closure of the Offer.

8.8 No indemnity is required from the unregistered owners whilst accepting the Offer.

8.9 A copy of the Letter of Offer (including the Form of Acceptance and the Form of Withdrawal) would also be available on SEBI's website (http://www.sebi.gov.in) during the period the Offer is open and may also be downloaded from the site. In case of non-receipt of the Letter of Offer, shareholders may download the same from the SEBI website or obtain a copy of the same from the Manager to the Offer or the Registrar to the Offer on providing suitable documentary evidence of acquisition of Shares.

8.10 The Registrar to the Offer will hold in trust of the share certificates, Form of Acceptance, if any, and the transfer form(s) on behalf of the shareholders of FIL who have accepted the Offer, until the cheques / drafts for the consideration and / or the unaccepted equity shares / share certificates are despatched / returned.

8.11 If the aggregate of the valid responses to the Offer exceeds 6,02,620 fully paid up equity shares, then the Acquirers shall accept the valid applications received on a proportionate basis in accordance with Regulation 21(6) of the Regulations in such a way that acquisition from a shareholder shall not be less than the market lot or the entire holding if it is less than the market lot. The Equity Shares of FIL are traded in Physical mode as well as in Demat mode, with the lot size of 100 shares and 1 share respectively.

8.12 Unaccepted Share Certificates, transfer forms and other documents, if any, will be returned by Registered Post / Speed Post at the shareholders' / unregistered owners' sole risk to the sole / first shareholder. Unaccepted shares held in dematerialised form will be credited back to the beneficial owners' DP account with the respective depository participant as per the details furnished by the beneficial owner in the Form of Acceptance. It will be the responsibility of the shareholders to ensure that the unaccepted shares are accepted by their respective depository participants when transferred by the Registrar to the Offer.

8.13 Despatches involving payment of a value in excess of Rs. 1,500/- will be made by registered post/speed post at the shareholder's sole risk. In case shareholders residing in any of the centers specified by the SEBI and have opted an option to get payment consideration through electronic transfer of funds by using ECS (Electronic Clearing Service), Direct Credit, RTGS (Real Time Gross Settlement) or NEFT (National Electronic Funds Transfer), as is for the time being permitted by the Reserve Bank of India should provide all the necessary Bank details including MICR code or RTGS code or IFSC code in Form of Acceptance-cum-Acknowledgement and the payment intimation will be sent to the sole / first named shareholder of FIL whose equity shares are accepted by the Acquirers at his address registered with FIL. Rejected documents will be sent by registered post/ speed post. All other despatches will be made by ordinary post at the shareholder's sole risk. All cheques / demand drafts will be crossed Account Payee and will be drawn in the name of the first holder, in case of joint holder(s). In case of unregistered owners of shares, payment will be made in the name of the person stated in the contract note. It will be desirable if the shareholders provide bank account details in the Form of Acceptance-cum-Acknowledgement for incorporation in the cheque / demand draft.

8.14 A schedule of some of the key events in respect of the Offer is given below:

ACTIVITY	DATE	DAY
Public Announcement	September 22, 2010	Wednesday
Specified Date*	October 01, 2010	Friday
Last date for a Competitive Bid	October 13, 2010	Wednesday
Date by which Letter of Offer to be posted to the shareholders	November 04, 2010	Thursday
Date of Opening of the Offer	November 12, 2010	Friday
Last date for revising the Offer Price/ Number of Share	November 22, 2010	Monday
Last date for withdrawal of acceptance by the shareholders	November 26, 2010	Friday
Date of Closure of the Offer	December 01, 2010	Wednesday
Date of communicating the rejection /acceptance and payment of consideration for the acquired shares	December 16, 2010	Thursday

*Specified Date is only for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of equity shares of the Target Company (except the Acquirers and Sellers) are eligible to participate in the Offer anytime before the closure of the Offer.

9. GENERAL

9.1 Neither the Target Company nor the Sellers nor the Acquirers, have been prohibited by SEBI from dealing in securities, under directions issued pursuant to Section 11B of the SEBI Act, 1992.

9.2 Pursuant to Regulation 13 of the Regulations, the Acquirers have appointed Aryaman Financial Services Limited, Mumbai as Manager to the Offer.

9.3 Shareholders who have accepted the offer by tendering the requisite documents, in terms of the Public Announcement / Letter of Offer, can withdraw the same upto three working days prior to the date of closure of the offer. The withdrawal option can be exercised by submitting the document as per the instruction below and in the Letter of Offer, so as to reach the Registrar to the Offer at the collection center mentioned in 8.6 above, as per the mode of delivery indicated therein on or before December 01, 2010.

- The withdrawal option can be exercised by submitting the Form of Withdrawal (which will be sent to the shareholders along with the Letter of Offer) to the Registrar's Office.
- In case of non-receipt of the Form of Withdrawal, the withdrawal option can be exercised by submitting an application to the Registrar's Office on plain paper along with the following details: Name(s), Address, Distinctive Nos., Folio Number, Total number of shares held, Number of shares tendered, Number of shares to be withdrawn.
- Copy of the acknowledgement received from the Registrar to the Offer while tendering shares should be sent along with the Form of Withdrawal / plain paper application for withdrawal.

9.4 The share certificate(s) in respect of shares withdrawn by the shareholders would be returned by the Registrars to the Offer by registered post.

9.5 Should the Acquirers decide to revise the offer price upwards; such upward revision will be made in accordance with Regulation 26 of the Regulations not later than November 22, 2010 i.e. 7 working days prior to the offer closing date. If the offer price is revised upward, such revised price will be payable to all the shareholders who have accepted this offer and submitted their shares at any time during the period between the offer opening date and the offer closing date to the extent their shares have been verified and accepted by the Acquirers. Any such upward revision will be announced in the same newspapers in which this Public Announcement appears.

9.6 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 seven working days prior to the closing date of the offers / bids, it would, therefore, be in the interest of shareholders to wait till the commencement of that period to know the final offer price of each bid and tender their acceptance accordingly.

9.7 The Acquirers, in terms of Regulation 27 of the Regulations will not proceed with the Offer in the event the any applicable statutory approval is refused. Any such withdrawal from the Offer by the Acquirers will be notified in the form of a Public Announcement in the same newspapers in which this PA appeared.

9.8 For further details, please refer to the Letter of Offer, the Form of Acceptance and the Form of Withdrawal.

9.9 The Acquirers accept full responsibility for the information contained in this PA and also accept responsibility for the obligations of the Acquirers contained in the Regulations.

9.10 Eligible persons to the Offer may download a copy of this PA from SEBI's website at www.sebi.gov.in. Eligible persons to the Offer may also download a copy of the Letter of Offer, Form of Acceptance and Form of Withdrawal, which will be available on SEBI's website www.sebi.gov.in, from the Offer opening date i.e. November 12, 2010 and can apply on the same.

ISSUED BY MANAGER TO THE OFFER ON BEHALF OF THE ACQUIRERS

Aryaman Financial Services Ltd.
60, Khatau Building,
Alkesh Dinesh Modi Marg,
Opp. P J Towers (BSE building),
Fort, Mumbai - 400 001.
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Website: www.afsl.co.in
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Contact Person: **Mr. Deepak Biyani**
Mr. Ankit Doshi

Sharex Dynamic (I) Pvt. Ltd.
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Andheri Kurla Road, Safed Pool,
Andheri (E), Mumbai - 400 072.
Tel. No. 022 - 2851 5606 / 2851 5644
Fax No. 022 - 2851 2885
E-mail: sharexindia@vsnl.com
Contact Person: **Shri B. S. Baliga**

The Acquirers accept the responsibility for the information contained in this Public Announcement and also for the obligations of the Acquirers laid down in the SEBI (Substantial Acquisitions of Shares and Takeover) Regulations, 1997 and subsequent amendments made thereof.

Place: Mumbai **Date: September 21, 2010**