POST OFFER PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE SHAREHOLDERS OF

FULFORD (INDIA) LIMITED

Registered Office: Platina, 8th floor, Plot No. C-59, G-Block, Bandra Kurla Complex, Bandra (East), Mumbai-400 098, India
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VOLUNTARY OPEN OFFER FOR ACQUISITION OF UP TO 821,913 EQUITY SHARES (21.07% OF THE VOTING SHARE CAPITAL) FROM PUBLIC SHAREHOLDERS OF FULFORD (INDIA) LIMITED ("TARGET COMPANY") BY DASHTAG ("ACQUIRER") ALONG WITH MERCK & CO., INC. ("PAC") AS A PERSON ACTING IN CONCERT WITH THE ACQUIRER ("OFFER").

This Post Offer advertisement is being issued by issued by **Morgan Stanley India Company Private Limited** ("**Manager to the Offer**") for and on behalf of the Acquirer and the PAC to the public shareholders of the Target Company pursuant to and in compliance with, among others, Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This Post Offer Public Announcement should be read in continuation of, and in conjunction with, the PA filed on July 25, 2012 ("**PA**"), Detailed Public Statement ("**DPS**") published on August 1, 2012, the Letter of Offer ("**LoF**") dated August 31, 2012, the Corrigendum published on September 11, 2012, the Offer Opening Public Announcement published on September 13, 2012 and Second Corrigendum published on October 15, 2012.

The DPS was published on August 1, 2012 in the following newspapers:

Newspaper	Language	Editions	Date of Publication
The Economic Times	English	Mumbai, Ahmedabad, Delhi, Kolkata, Hyderabad, Chennai, Bangalore, Pune, Chandigarh, Lucknow and Jaipur	August 1, 2012
Navbharat Times	Hindi	Mumbai and Delhi	August 1, 2012
Maharashtra Times	Marathi	Mumbai	August 1, 2012

Capitalized terms used but not defined herein shall have the meanings ascribed to such terms in the LOF.

1. Name of the Target Company : Fulford (India) Limited
2. Name of the Acquirer(s) and PAC : Dashtag (Acquirer), Merck & Co., Inc. (PAC)
3. Name of the Manager to the Offer : Morgan Stanley India Company Private Limited
4. Name of the Registrar to the Offer : Link Intime India Private Limited
5. Offer details:
   a) Date of Opening of the Offer : Friday, September 14, 2012
   b) Date of Closure of the Offer : Friday, September 28, 2012
6. Date of Payment of Consideration : Tuesday, October 30, 2012 (1)
7. Details of Acquisition:

Sl No	Particulars	Proposed in the Offer Document	Actual
7.1	Offer Price	₹ 830	₹ 1,000 (Revised upwards pursuant to Corrigendum published on September 11, 2012)
7.2	Aggregate number of shares tendered	821,913	824,014
7.3	Aggregate number of shares accepted	821,913	820,150
7.4	Size of Offer (Number of Shares multiplied by Offer Price per Share)	₹ 821,913,000	₹ 820,150,000
7.5	Shareholding of the Acquirer before Agreements / Public Announcement (No & %)	2,103,087 (53.93%)	2,103,087 (53.93%)
7.6	Shares Acquired by way of Agreements • Number • % of Fully Diluted Equity Share Capital	Not Applicable	Not Applicable
7.7	Shares Acquired by way of Open Offer • Number • % of Fully Diluted Equity Share Capital	821,913 (21.07%)	820,150 (21.03 %)
7.8	Shares Acquired after Detailed Public Announcement • Number • % of Fully Diluted Equity Share Capital	Nil Nil	Nil Nil
7.9	Post offer share holding of Acquirer • Number • % of Fully Diluted Equity Share Capital	2,925,000 (75.00%)	2,923,237 (74.95 %)
7.10	Pre & Post offer shareholding of the Public Pre Open Offer • Number • % of Fully Diluted Equity Share Capital	1,796,913 (46.07%)	1,796,913 (46.07%)
7.11	Post Open Offer • Number • % of Fully Diluted Equity Share Capital	975,000 (25.00%)	976,763 (25.05 %)

8. The Acquirer along with its Directors and PAC severally and jointly accept full responsibility for the information contained in this Post Offer Advertisement and also for the obligations under the SEBI (Substantial Acquisition of Shares and Takeovers), 2011.
9. A copy of this Post Offer Advertisement will be available on the websites of SEBI, BSE Ltd. and at the registered office of the Target Company.

(1) The last date of payment of consideration as per the Letter of Offer was October 15, 2012. As there was a delay in receipt of FIPB approval, there was delay in payment of consideration.

Details of Manager to the Offer and Registrar to the Offer

MANAGER TO THE OFFER	REGISTRAR TO THE OFFER
Morgan Stanley	LINK INTIME INDIA PVT LTD
Morgan Stanley India Company Private Limited 18F/19F, Tower 2, One Indiabulls Centre, 841, Senapati Bapat Marg, Mumbai - 400013, India Tel: (91 22) 6118 1000 Fax: (91 22) 6618 1040 Email: FIL_Offer@MorganStanley.com Contact Person: Naveen Asopa	**Link Intime India Private Limited** C-13, Kantilal Maganlal Industrial Estate (Pannalal Silk Mills Compound), L.B.S. Marg, Bhandup (West), Mumbai - 400 078, India Tel: (91 22) 2596 7878, Fax: (91 22) 2596 0329 Email: fil.offer@linkintime.co.in Contact Person: Mr. Pravin Kasare

ISSUED BY:
THE MANAGER TO THE OFFER
On behalf of the Acquirer and PAC:
Dashtag
Merck & Co., Inc.

Place : Mumbai
Date : October 31, 2012

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