POST-OFFER ADVERTISEMENT FOR THE ATTENTION OF THE SHAREHOLDERS OF

FORTUNE FINANCIAL SERVICES (INDIA) LIMITED

Registered Office: K.K. Chambers, 2nd Floor, Sir P. T. Marg, Fort, Mumbai 400 001,
Tel: +91-22-4027 3417; **Fax:** +91-22-2207 2948

This Post-Offer advertisement ("**Advertisement**") is being issued by Elara Capital (India) Private Limited ("**Manager to the Offer**") for and on behalf of Sharyans Resources Limited ("**Acquirer I**"), Fine Estates Private Limited ("**Acquirer II**"), Aditya Infotech Private Limited ("**Acquirer III**") and Neostar Developers LLP ("**Acquirer IV**") (collectively referred to as "**Acquirers**") along with Mr. Sudhir V. Valia ("**PAC I**"), Ms. Raksha S. Valia ("**PAC II**"), Mr. Vijay M. Parekh ("**PAC III**") and Mr. Paresh M. Parekh ("**PAC IV**"), in their capacity as persons acting in concert with the Acquirers (collectively referred to as "**PACs**") pursuant to and in compliance with Regulation 18(12) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (as amended) ("**SEBI (SAST) Regulations, 2011**") in respect of the open offer made by the Acquirers and the PACs ("**Open Offer**"). The Detailed Public Statement ("**DPS**") with respect to the Open Offer was published on Tuesday, December 3, 2013 in Financial Express, Jansatta and Mumbai Lakshadeep (Mumbai edition) and subsequently the letter of offer dated Thursday, March 13, 2014 (the "**Letter of Offer**") with respect to the Open Offer was dispatched to the shareholders of the Target Company on Friday, March 14, 2014. Capitalised terms used but not defined in this Advertisement shall have the meaning assigned to such terms in the DPS and Letter of Offer, as applicable.

1. **Name of the Target Company** : **Fortune Financial Services (India) Limited**
2. **Name of the Acquirers and the PACs** : **Acquirers:**
   1. Sharyans Resources Limited;
   2. Fine Estates Private Limited;
   3. Aditya Infotech Private Limited; and
   4. Neostar Developers LLP

   PACs:
   1. Mr. Sudhir V. Valia;
   2. Ms. Raksha S. Valia;
   3. Mr. Vijay M. Parekh; and
   4. Mr. Paresh M. Parekh
3. **Name of the Manager to the Open Offer** : Elara Capital (India) Private Limited
4. **Name of the Registrar to the Open Offer** : Purva Sharegistry (India) Private Limited
5. **Offer Details:**
   - **a) Date of Opening of the Open Offer** : Friday, March 21, 2014
   - **b) Date of Closure of the Open Offer** : Wednesday, April 9, 2014
6. **Date of Payment of Consideration** : Thursday, April 10, 2014
7. **Details of Acquisition** :

S. No.	Particulars	Proposed in the Offer Document (Letter of Offer)	Actual
7.1	**Offer Price**	₹ 75/-	₹ 75/-
7.2	**Aggregate number of equity shares tendered**	73,69,958*	9,68,664
7.3	**Aggregate number of equity shares accepted**	73,69,958*	9,68,664
7.4	**Size of the Offer (Number of equity shares multiplied by offer price per equity share)**	₹ 55,27,46,850/-	₹ 7,26,49,800/-
7.5	**Shareholding of the Acquirers before Agreements / Public Announcement (No. & % of Fully Diluted Equity Share Capital)**	27,00,251 9.53%	27,00,251 9.53%
7.6	**Shareholding of the PACs before Agreements / Public Announcement (No. & % of Fully Diluted Equity Share Capital)**	13,84,502 4.88%	13,84,502 4.88%
7.7	**Equity Shares Acquired by the Acquirers by way of the Agreements** • **Number of equity shares** • **% of Fully Diluted Equity Share Capital**	1,65,95,929 58.55%	1,65,95,929 58.55%
7.8	**Equity Shares Acquired by the Acquirers by way of the Open Offer** • **Number** • **% of Fully Diluted Equity Share Capital**	73,69,958 26.00%	9,68,664 3.42%
7.9	**Equity Shares Acquired after Detailed Public Statement** • **Number of equity shares acquired** • **Price of the equity shares acquired** • **% of the shares acquired (% of Fully Diluted Equity Share Capital)**	Nil	Nil
7.10	**Post-offer shareholding of the Acquirers** • **Number of equity shares** • **% of Fully Diluted Equity Share Capital**	2,66,66,138 94.07%	2,02,64,844 71.49%
7.11	**Post-offer shareholding of the Acquirers and the PACs** • **Number of equity shares** • **% of Fully Diluted Equity Share Capital**	2,80,50,640 98.96%	2,16,49,346 76.38%
7.12	**Pre & Post Offer shareholding of Public Shareholders** • **Number of equity shares** • **% of Fully Diluted Equity Share Capital**	**Pre-Offer:** 72,92,108** / 25.73% **Post-Offer:** 3,73,200* / 1.32%	**Pre-Offer:** 72,92,108** / 25.73% **Post-Offer:** 66,96,644 / 23.62%***

* *Assuming full acceptance in the Open Offer.*

** *Post-sale of 1,86,000 equity shares by the existing promoters of the Target Company after the Draft Letter of Offer.*

*** *Post the completion of the Open Offer, the existing promoters of the Target Company shall be classified under the public category and appropriate filings will be accordingly made in order to comply with relevant SEBI regulations.*

8. The Acquirers along with their respective directors / designated partners and the PACs, severally and jointly accept full responsibility for the information contained in this Advertisement and also accept responsibility for the obligations of the Acquirers and the PACs laid down under the SEBI (SAST) Regulations, 2011.
9. A copy of this Advertisement will be available on the website of SEBI (http://www.sebi.gov.in/), BSE Limited and at the registered office of the Target Company.

Issued for and on behalf of the Acquirers and the PACs by the Manager to the Offer

ElaraCapital

Elara Capital (India) Private Limited
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Place: Mumbai
Date : April 17, 2014

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Size: 12 (w) X 30 (h)