PRE-ISSUE ADVERTISEMENT CUM CORRIGENDUM TO DPS

ADVERTISEMENT UNDER REGULATION 18(7) IN TERMS OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 (AS AMENDED) AND CORRIGENDUM TO THE DPS TO THE SHAREHOLDERS OF

FORTUNE FINANCIAL SERVICES (INDIA) LIMITED

This pre-issue advertisement cum corrigendum (read in continuation of and in conjunction with detailed public statement published on December 04, 2014) ("**Advertisement**") is being issued by Elara Capital (India) Private Limited ("**Manager to the Offer**") for and on behalf of Neostar Developers LLP ("**Acquirer I**"), Aditya Infotech Private Limited ("**Acquirer II**"), and Mr. Chintan Vijay Valia ("**Acquirer III**") (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(7) of the SEBI (Substantial Acquisition of Shares and Takeovers) regulations, 2011 (as amended) ("**SEBI (SAST) Regulations, 2011**") and SEBI final observation dated March 03, 2015 in respect of the open offer ("**Open Offer**") to acquire up to 73,69,958 (Seventy Three Lakh Sixty Nine Thousand Nine Hundred and Fifty Eight) fully paid-up equity shares of the Target Company having a face value of ₹ 10/- each ("**Equity Shares**"), representing 26% (Twenty Six Per Cent) of the fully paid Voting Share Capital of the Target Company as of the 10th (tenth) Working Day from Closure of Tendering Period. The detailed public statement ("**DPS**") with respect to the Open Offer was published on Thursday, December 04, 2014 in Financial Express, Jansatta and Mumbai Lakshadeep (Mumbai edition). The letter of offer dated March 11, 2015 ("**Letter of Offer**") with respect to the Open Offer was dispatched to the Public Shareholders by March 13, 2015. Capitalised terms used but not defined in this Advertisement shall have the meaning assigned to such terms in the DPS and the Letter of Offer, as applicable.

1. The offer price is ₹ 100/- (Rupees One Hundred only) per Equity Share ("**Offer Price**"). There has been no revision to the Offer Price.
2. The committee of independent directors of the Target Company ("IDC") has recommended that the Offer Price of ₹ 100/- (Rupees One Hundred only) per Equity Share is fair and reasonable. The recommendation of the IDC was published on March 17, 2015 in the same newspapers in which the DPS was published viz. in the Financial Express, Jansatta and Mumbai Lakshadeep (Mumbai edition).
3. The Open Offer is not a competing offer in terms of regulation 20 of the SEBI (SAST) Regulations, 2011.
4. The Letter of Offer was dispatched to the Public Shareholders by March 13, 2015. Please note that a copy of the Letter of Offer (including the Form of Acceptance-cum-Acknowledgement) will also be available on the SEBI's website (www.sebi.gov.in) during the Tendering Period of the Open Offer and the Public Shareholders can also apply by downloading such form from SEBI's website. Further, in case of non-receipt / non-availability of the Form of Acceptance-cum-Acknowledgement, the application can be made on plain paper along with the following details:
   - **(a) In the case of Equity Shares held in physical form**: Name(s) and address(es) of joint holder(s) (if any), number of Equity Shares held, number of Equity Shares tendered, distinctive numbers, folio numbers, original share certificate(s), original broker contract note of a registered broker (in case of unregistered Shareholders) and valid share transfer form(s). The details of the Acquirers should be kept blank.
   - **(b) In case of Equity Shares held in dematerialized form**: Name, address, number of Equity Shares held, number of Equity Shares tendered, DP name, DP ID, account number together with photocopy or counterfoil of the delivery instruction slip in "off market" mode, duly acknowledged by the DP for transferring the Equity Shares in favour of "**PSIPL ESCROW A/C - FFSIL OPEN OFFER**" as per the details given below:

Depository Participant Name	RRS Shares & Stock Brokers Private Limited
DP ID	12029000
Client ID	00037814
ISIN	INE924D01017
Account Name	PSIPL ESCROW A/C - FFSIL OPEN OFFER
Depository	Central Depository Services (India) Limited

5. Shareholders having their beneficiary account in National Securities Depository Limited are required to use the inter-depository delivery instruction slips for the purpose of crediting their Equity Shares in favour of the Depository Escrow Account with Central Depository Services Limited.
6. In terms of regulation 16(1) of the SEBI (SAST) Regulations, 2011, the draft letter of offer was submitted to SEBI on Thursday, December 11, 2014. The observations from SEBI, in terms of regulation 16(4) of the SEBI (SAST) Regulations, 2011, received by the Manager to the Offer by way of their letter bearing reference number CFD/DCR-1/6591/15 dated March 03, 2015 have been incorporated in the Letter of Offer.
7. The Acquirers and the PACs have not acquired any Equity Shares from the date of PA i.e. November 27, 2014, till the period ending three working days prior to the commencement of the Tendering Period.
8. The Target Company has acquired 47,68,022 fully paid equity shares of ₹ 10/- each of Inga Capital Private Limited constituting 68.19% of the total paid up equity share capital i.e 69,91,810 fully paid equity shares of ₹ 10/- each, from the date of PA till the date of this Advertisement.
9. To the best of the knowledge of the Acquirers and the PACs, no statutory approvals are required by them to complete this Open Offer. However, in case of any statutory approvals being required before the Closure of the Tendering Period, this Open Offer will be subject to such approvals and the Acquirers and the PACs shall make the necessary applications for such approvals.
10. Schedule of Activities:

SCHEDULE OF MAJOR ACTIVITIES RELATING TO THE OPEN OFFER		
NATURE OF THE ACTIVITY	**DAY AND DATE**	
	ORIGINAL SCHEDULE	**REVISED SCHEDULE**
Issue of Public Announcement	Thursday, November 27, 2014	Thursday, November 27, 2014
Publication of Detailed Public Statement in newspapers	Thursday, December 04, 2014	Thursday, December 04, 2014
Last date of filing Draft Letter of Offer with SEBI	Thursday, December 11, 2014	Thursday, December 11, 2014
Last date for public announcement of a competing offer	Friday, December 26, 2014	Friday, December 26, 2014
Last date for receipt of comments from SEBI on the Draft Letter of Offer (in the event SEBI has not sought clarification or additional information from the Manager to the Offer)	Friday, January 02, 2015	Tuesday, March 03, 2015
Identified Date*	Tuesday, January 06, 2015	Thursday, March 05, 2015
Last date by which the Letter of Offer will be dispatched to the shareholders	Tuesday, January 13, 2015	Friday, March 13, 2015
Commencement of Tendering Period	**Tuesday, January 20, 2015**	**Friday, March 20, 2015**
Closure of Tendering Period	**Tuesday, February 03, 2015**	**Monday, April 06, 2015**
Last date of communicating of rejection/acceptance and payment of consideration for accepted tenders/return of unaccepted shares	Tuesday, February 17, 2015	Tuesday, April 21, 2015

**Identified Date is the 10th (tenth) working day prior to the commencement of the Tendering Period, for the purpose of determining the Public Shareholders to whom the Letter of Offer shall be sent.*

11. Under the heading "**INFORMATION ABOUT THE TARGET COMPANY**" OF DPS
    - a) Para I/(C)/1 of DPS - should be read in conjunction with the following:
      The Target Company is engaged in the business of financing and investing activities.
    - b) Should be read in conjunction with the following:
      SEBI may take action against the Target Company for the delay in compliance with the provisions of regulation 8(3) of SEBI (SAST) Regulations, 1997 and against the erstwhile promoters for the non compliance with the provisions of regulation 29(2) of SEBI (SAST) Regulations, 2011.
12. Under the heading "**OBJECT OF ACQUISITION AND FUTURE PLANS WITH RESPECT TO THE TARGET COMPANY**" of DPS
    Para II/(E)/1 of DPS be read as: The Acquirers and the PACs acknowledge the significant potential offered by the financial services sector in India and propose to invest in this sector. The Acquirers and the PACs intend to promote growth in the Target Company by acquisition of full control of the Target Company and better management and there will not be any repercussions on employment and the location of the Target Company's places of business.

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. This Advertisement is expected to be available on SEBI's website (http://www.sebi.gov.in/).

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 : March 19, 2015

PRESSMAN

Size : 12(w) x 40(h)