POST-OFFER ADVERTISEMENT FOR THE ATTENTION OF THE SHAREHOLDERS OF

FORTUNE FINANCIAL SERVICES (INDIA) LIMITED

Registered Office: Naman Midtown, "A" Wing, 21st Floor, Unit No. - 2103, Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013. Tel: +91-22-4027 3600; Fax: +91-22-4027 3700

This Post-Offer advertisement ("**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(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**", or "**Offer**") to acquire up to 73,69,958 (Seventy Three Lakhs 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) and subsequently the Letter of Offer dated March 11, 2015 (the "**Letter of Offer**") with respect to the Open Offer was dispatched to the shareholders of the Target Company on 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. **Name of the Target Company** : **Fortune Financial Services (India) Limited**
2. **Name of the Acquirers and the PACs** : **Acquirers:**
   1. Neostar Developers LLP;
   2. Aditya Infotech Private Limited; and
   3. Mr. Chintan Vijay Valia

   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 Offer** : Elara Capital (India) Private Limited
4. **Name of the Registrar to the Offer** : Purva Sharegistry (India) Private Limited
5. **Offer Details:**
   - a) **Date of Opening of the Offer** : Friday, March 20, 2015
   - b) **Date of Closure of the Offer** : Monday, April 06, 2015
6. **Date of Payment of Consideration** : Not applicable (Nil tender of Equity Shares in the Open Offer)
7. **Details of Acquisition** :

Sr. No.	Particulars	Proposed in the Offer Document (Letter of Offer)	Actual
7.1	**Offer Price**	₹ 100/-	₹ 100/-
7.2	**Aggregate number of Equity Shares tendered**	73,69,958*	Nil
7.3	**Aggregate number of Equity Shares accepted**	73,69,958*	Nil
7.4	**Size of the Offer (Number of Equity Shares offered multiplied by Offer Price per Equity Share)**	₹ 73,69,95,800/-	₹ 73,69,95,800/-
7.5	**Shareholding of the Acquirers before the Underlying Agreements/Public Announcement (No. & % of Fully Diluted Equity Share Capital)**	1,42,89,175 50.41%	1,42,89,175 50.41%
7.6	**Shareholding of the PACs before the Underlying Agreements/Public Announcement (No. & % of Fully Diluted Equity Share Capital)**	9,89,502 3.49%	9,89,502 3.49%
7.7	**Equity Shares Acquired by the Acquirers by way of the Underlying Agreements** • **Number of Equity Shares** • **% of Fully Diluted Equity Share Capital**	 33,33,340 11.76%	 33,33,340** 11.76%
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%	 Nil Nil
7.9	**Equity Shares Acquired by Acquirers and PACs after Detailed Public Statement** • **Number of Equity Shares acquired** • **Price of the Equity Shares acquired** • **% of the Equity 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**	 2,49,92,473*** 88.17%	 1,76,22,515 62.17%
7.11	**Post-offer shareholding of the Acquirers and the PACs** • **Number of Equity Shares** • **% of Fully Diluted Equity Share Capital**	 2,59,81,975*** 91.66%	 1,86,12,017 65.66%
7.12	**Pre & Post Offer shareholding of Public Shareholders** • **Number of Equity Shares** • **% of Fully Diluted Equity Share Capital**	**Pre-Offer** | **Post-Offer** 70,91,644 | 26,42,329**** 25.02% | 9.32%	**Pre-Offer** | **Post-Offer** 70,91,644 | 97,33,973**** 25.02% | 34.34%

**Assuming full acceptance in the Open Offer.*

***Acquirers shall acquire the Equity Shares in due course of time.*

****Considering the Equity Shares to be acquired under the Underlying Agreements and the full acceptance in the Open Offer.*

*****Post the completion of the Open Offer, the Crest Ventures Limited will 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 (http://www.bseindia.com/) 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
SEBI Registration Number: INM000011104
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Place: Mumbai
Date: April 16, 2015

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Size : 12(w) x 33(h)