PUBLIC ANNOUNCEMENT UNDER REGULATION 15(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF M/S. GAYLORD COMMERCIAL COMPANY LIMITED ("GCCL" / "TARGET COMPANY")

Registered Office: 618, Krishna, 6th Floor, 224, A.J.C. Bose Road, Kolkata- 700 017

CASH OFFER FOR ACQUISITION OF EQUITY SHARES FROM SHAREHOLDERS

OPEN OFFER FOR ACQUISITION OF 1,66,400 (ONE LAKH SIXTY SIX THOUSAND FOUR HUNDRED) EQUITY SHARES FROM SHAREHOLDERS OF GCCL BY M/S. VISTA VYAPAAR PRIVATE LIMITED (HEREINAFTER REFERRED TO AS "THE ACQUIRER") ALONG WITH MR. ANKIT JAIN AS THE PERSON ACTING IN CONCERT WITH THE ACQUIRER (HEREINAFTER REFERRED TO AS "PAC")

1. Offer details:

- **Offer Size:** This Open Offer is being made by the Acquirer and PAC for acquisition of 1,66,400 fully paid equity shares of Rs. 10/- each constituting 26.00% of the paid up equity and voting share capital of the Target Company.

- **Offer Price:** An Offer Price of Rs. 20/- (Rupees Twenty Only) per fully paid up equity share (hereinafter referred to as the "**Offer Price**") will be offered for the equity shares tendered during the tendering period. Assuming full acceptance the total consideration payable by the Acquirer and PAC will be Rs. 33,28,000/- (Rupees Thirty Three Lacs Twenty Eight Thousand Only).

- **Mode of payment**: The entire consideration will be paid in cash, in accordance with the provisions of Regulation 9(1)(a) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulatios, 2011 ("**Regulations**").

- **Type of offer (Triggered offer, ~~voluntary offer/ competing offer~~ etc.):** The Offer is a Triggered Offer made under Regulation 3(1) and Regulation 4 of the Regulations.

2. Transaction which has triggered the open offer obligations (Underlying Transaction)

Details of underlying transaction						
Type of Transaction (direct/ indirect)	**Mode of Transaction (Agreement/ Allotment/ market purchase)**	**Shares / Voting rights acquired/ proposed to be acquired**		**Total Consideration for shares /VRs acquired (Rs. in Crores)**	**Mode of payment (Cash/ securities)**	**Regulation which has triggered**
		Number	**% vis a vis total Equity / voting capital**			
Direct	Share Purchase Agreement	3,13,000	48.91%	Rs. 0.22	Cash	3(1) & 4 of the Regulations

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3. Acquirer(s) / PAC:

Details	Acquirer	PAC	Total
Name of Acquirer and-PAC	M/s. Vista Vyapaar Private Limited	Mr. Ankit Jain	2
Address	1/1A, Biplabi Ankul Chandra Street, 5th Floor, Room No. 5G, Kolkata- 700 072	P- 129, Lake Town, Kolkata- 700 089	Not Applicable
Name(s) of persons in control /promoters of acquirers/ PACs where Acquirers/ PAC are companies	Mr. Ankit Jain, Ms. Bhawna Jain and Mrs. Renu Jain	Not Applicable	Not Applicable
Name of the Group, if any, to which the Acquirer/PAC belongs to	Not Applicable	Not Applicable	Not Applicable
Pre-Transaction Shareholding • Number • % of total share capital	Nil Nil	1,59,000 (24.84%)	1,59,000 (24.84%)
Proposed shareholding after the acquisition of shares which triggered the Open Offer	3,13,000 (48.91 %)	Not Applicable	3,13,000 (48.91 %)
Any other interest in the TC	NO	NO	Not Applicable

4. Details of Selling shareholders, if applicable

Name	**Part of pormoter group (Yes/ No)**	**Details of shares/ voting rights held by the selling shareholders**			
		Pre Transaction		**Post Transaction**	
		Number	**%**	**Number**	**%**
Ms. Sunita Jain	Yes	63,000	9.84%	Nil	Nil
Ms. Urvashi Jain	Yes	64,000	10.00%	Nil	Nil
Ms. Shivani Jain	Yes	62,000	9.69%	Nil	Nil
Mr. Vijay Jain	Yes	64,000	10.00%	Nil	Nil
Vijay Jain (HUF)	Yes	60,000	9.38%	Nil	Nil
	TOTAL	**3,13,000**	**48.91%**		

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5. Target Company

- **Name:** M/s. Gaylord Commercial Company Limited
- **Exchanges where listed**: The equity shares of the Target Company are listed on The Calcutta Stock Exchange Limited and U.P. Stock Exchange Limited.

6. Other details

- This is to inform to all the Shareholders of Target Company that the details of the Open Offer would be published shortly in the newspaper in terms of the provisions of Regulation 14(3) of Regulations vide a Detailed Public Statement on or before 28th September, 2012.

- The Acquirer and PAC undertake that they are aware of and will comply with their obligations under the Regulations and have adequate financial resources to meet the Offer Obligations.

Issued by

MANAGER TO THE OFFER:
VC CORPORATE ADVISORS PRIVATE LIMITED
SEBI REGN NO: INM000011096
(Contact Person: Ms. Urvi Belani)
31 Ganesh Chandra Avenue, 2nd Floor, Suite No –2C,
Kolkata-700 013
Phone No : (033) 2225-3940 / 3941
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Email: mail@vccorporate.com

ON BEHALF OF ACQUIRER AND PAC:
For Vista Vyapaar Private Limited

Sd/-	Sd/-
Director	Mr. Ankit Jain

Place: Kolkata

Date: 21st September, 2012

VC Corporate Advisors Private Limited Kolkata