

POST OFFER ADVERTISEMENT TO THE SHAREHOLDERS OF GEE EI WOOLENS LIMITED

(Registered Office: H-35, Sainik Farms, New Delhi - 110062)

Advertisement under Regulation 18(12) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This Advertisement is being issued by D & A Financial Services (P) Limited (the "**Manager to the Offer**"), on behalf of M/s Atlas Jewellery Private Limited ("**Acquirer**") pursuant to Regulation 18 (12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011, in respect of the open offer to acquire shares of **GEE EL Woollens Ltd** ("**GEE EL**" / "**Target Company**"). The Detailed Public Statement ("**DPS**") with respect to the aforementioned offer was published on March 06, 2013 (Wednesday) in Business Standard (English-All Editions), Business Standard (Hindi-All Editions) and Lakshdeep (Marathi), Mumbai Editions.

1. Name of the Target Company : GEE EL WOOLENS LIMITED
2. Name of Acquirer : ATLAS JEWELLERY PRIVATE LIMITED
3. Name of Manager to the Offer : D & A FINANCIAL SERVICES (P) LIMITED
4. Name of Registrar to the Offer : SKYLINE FINANCIAL SERVICES (P) LIMITED
5. Offer Details:
 - a) Date of Opening of the Offer : FRIDAY, APRIL 26, 2013
 - b) Date of Closure of the Offer : MONDAY, MAY 13, 2013
6. Last Date of Payment of Consideration : May 22, 2013
7. Details of the Acquisition :

S. No.	Item	Proposed in the Offer Document		Actual	
1.	Offer Price	Rs. 9.50		Rs. 9.50	
2	Aggregate Number of Shares Tendered	1093352		52190	
3.	Aggregate Number of Shares Accepted	1093352		46790	
4	Size of the Offer (Number of Share Multiplied by Offer Price per share)	Rs 10386844.00		Rs 444505.00	
5.	Shareholding of the Acquirer before Agreements/Public Announcement.	No. of Shares	%	No. of Shares	%
		996754	23.70	996754	23.70
6.	Shares acquired by way of Agreements	No. of Shares	%	No. of Shares	%
		592500	14.09	592500	14.09
7	Shares Acquired by way of Open Offer	No. of Shares	%	No. of Shares	%
		1093352	26	46790	1.11
8.	Shares acquired after Detailed Public Statement:- No. of Share Acquired Price of the Shares Acquired % of Share acquired	Nil Nil Nil	N.A N.A N.A	Nil Nil Nil	N.A N.A N.A
9.	Post Offer Shareholding of Acquirer (5+6+7+8)	No. of Shares	%	No. of Shares	%
		2682606	63.79	1636044	38.91
8.	Pre and Post Offer Shareholding of Public	Pre Offer	Post Offer	Pre Offer	Post Offer
		2615946 (62.21%)	1522594 (36.21%)	2615946 (62.21%)	2569156 (61.09%)

This Post Offer Public Announcement would also be available on SEBI Website at <http://www.sebi.gov.in> and BSE Websites at <http://www.bseindia.com>.

The Directors of acquirer M/s Atlas Jewellery (P) Limited having its registered office situated at Door No. XI/305 II, Near Federal Bank Ltd, Opp. CIAL, Vappalassery P.O. Nedumbassery, Angamally, Kerala - 683572 accept full responsibility for the information contained in this Post Offer Advertisement and also for the obligations of the Acquirer as laid down in the SEBI (SAST) Regulations, 2011 and subsequent amendments made thereof.

Issued by Manager to the Offer on behalf of Acquirer



D & A Financial Services (P) Limited

13, Community Centre, East of Kailash, New Delhi - 110065

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Contact Person: **Mr. Priyaranjan**

Place: New Delhi

Date : May 23, 2013