

POST OFFER ADVERTISEMENT UNDER REGULATION 18(12) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011, (AS AMENDED), FOR THE PUBLIC SHAREHOLDERS OF BLOOM INDUSTRIES LIMITED ("BIL"/ "TARGET COMPANY")

Registered Office: 5, Devpark, Opp. Chandan Cinema, JVDP Scheme, Juhu, Vile-Parle (W), Mumbai - 400 049.
Tel: +91 22 2624 8864; **E-mail:** bloom1989@ymail.com; **CIN:** L27200MH1989PLC054774.

Open Offer for acquisition of 12,23,600 equity shares from the Public Shareholders of Bloom Industries Limited by Mr. Rajendra Prasad Gupta, Mr. Akash Gupta and Mr. Vikash Gupta ("Acquirers").

The capitalized terms used herein shall have the same meaning as assigned to them in the PA, DPS, Corrigendum, the LOF and the Pre-Offer Advertisement Cum Corrigendum issued in connection with this Offer.

This post offer advertisement ("**Post Offer Advertisement**") is being issued by PL Capital Markets Private Limited, on behalf of the Acquirers in compliance with Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 as amended. The DPS in respect to the aforementioned Offer was made on August 31, 2017 in the Financial Express (English - all editions), Jansatta (Hindi - all editions) and Mumbai Tarun Bharat (Marathi - Mumbai edition).

1	Name of the Target Company	Bloom Industries Limited
2	Name of the Acquirers	Mr. Rajendra Prasad Gupta, Mr. Akash Gupta and Mr. Vikash Gupta
3	Name of the Manager to the Offer	PL Capital Markets 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	Wednesday, December 20, 2017
	b) Date of Closure of the Offer	Wednesday, January 3, 2018
6	Date of Payout of Consideration	Wednesday, January 10, 2018
7	Details of Acquisition:	

Sr. No.	Particulars	Proposed in the Offer Document (Letter of Offer)		Actuals	
7.1	Offer price	Rs. 12.81 (being the 'Revised Offer Price') per fully paid up equity share of face value Rs. 10 each.		Rs. 12.81 (being the 'Revised Offer Price') per fully paid up equity share of face value Rs. 10 each.	
7.2	Aggregate number of shares tendered	12,23,600		47,600	
7.3	Aggregate number of shares accepted	12,23,600		47,600	
7.4	Size of the Offer (number of shares multiplied by offer price per share)	Rs. 1,56,74,316		Rs. 6,09,756	
7.5	Shareholding of the Acquirers before agreements/PA (No. & %(*))	5,75,100 (12.22%)		5,75,100 (12.22%)	
7.6	Shares acquired by way of the Share Purchase Agreement dated August 23, 2017 ("SPA")				
	• Number	28,23,300 (59.99%)		28,23,300 (59.99%)	
	• % of Fully diluted equity share capital(*)				
7.7	Shares acquired by way of Open Offer				
	• Number	12,23,600 (26.00%)		47,600 (1.01%)	
	• % of fully diluted equity share capital(*)				
7.8	Shares acquired after the DPS (^)				
	• Number of shares acquired	28,23,300		28,23,300	
	• Price of the shares acquired	Rs. 3.75		Rs. 3.75	
	• % of the shares acquired(*)	(59.99%)		(59.99%)	
7.9	Post offer share holding of Acquirers				
	• Number	46,22,000(**) (98.22%)		34,46,000 (73.22%)	
	• % of fully diluted equity share capital(*)				
7.10	Pre & Post offer shareholding of the public	Pre Offer	Post Offer	Pre Offer	Post Offer (^ ^)
	• Number	13,07,600	84,000 (**)	13,07,600	12,60,000
	• % of fully diluted equity share capital(*)	(27.79%)	(1.78%)	(27.79%)	(26.78%)

(*) Excluding 6,44,000 forfeited shares which do not carry any voting rights.

(^) Shares acquired after the DPS are pursuant to the consummation of the SPA on November 8, 2017 (9,05,500 equity shares) and on November 28, 2017 (19,17,800 equity shares).

(**) Assuming full acceptance in the Open Offer.

(^ ^) Excludes post offer shareholding of the Acquirers as shown in 7.9 above.

OTHER INFORMATION

The Acquirers accept full responsibility for their obligations, as laid down in terms of the Takeover Regulations and for the information (other than such information as has been provided or confirmed by the Sellers or the Target Company) contained in this Post Offer Advertisement.

A copy of this Post Offer Advertisement will also be available on the website of SEBI (www.sebi.gov.in), BSE Limited (www.bseindia.com), the Manager to the Offer (www.plindia.com) and at the registered office of the Target Company.

Issued by the Manager to the Offer on behalf of the Acquirers



PL CAPITAL MARKETS PRIVATE LIMITED
 3rd Floor, Sadhana House, 570, PB.Marg, Worli, Mumbai - 400 018
Tel: +91 22 6632 2222; **Fax:** +91 22 6632 2229
Website: www.plindia.com; **Email:** bloomopenoffer@plindia.com
Contact person: Mr. Rohan Menon
SEBI Registration No.: INM000011237

Place: Mumbai

Date: January 11, 2018