

FOR THE ATTENTION OF THE PUBLIC SHAREHOLDERS
PRE-OFFER ADVERTISEMENT CUM CONCORDIUM TO THE DETAILED PUBLIC STATEMENT OF
MERCURY TRADE LINKS LIMITED

Corporate Identification Number: L26933MH1985PL037213
Registered Office: S-202, 2nd Floor, Wipro Centre, S. V. Road, Santacruz (West), Mumbai-400054, Maharashtra, India,
Contact Number: +91-22-66849000/66849006/66760131 / 32 / 33
Website: www.sardagroup.com, www.mercurytradelinks.co.in, E-mail Address: share@sardagroup.com

Open Offer for the acquisition of up to 61,875* (Sixty-One Thousand Eight Hundred And Seventy-Five) fully paid-up equity shares of the face value of ₹10.00/- (Rupees Ten Only) each (Equity Shares), representing 25.00% (Twenty-Five Percent) of the Voting Share Capital of Mercury Trade Links Limited (MERCURY or 'Target Company') from the Public Shareholders of the Target Company, at an offer price of ₹19.00/- (Rupees Nineteen Only) (Offer Price), made by Mr. Pareshkumar Vasantay Sheth (Acquirer) in accordance with the provisions of Regulations 3 (1) and 4 of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, and subsequent amendments thereto (SEBI (SAST) Regulations) (Offer).

*In accordance with the provisions of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulation, 2011, an open offer in compliance with the provisions of Regulations 3 (1) and 4 is required to be given for at least 26.00% (Twenty-Six Percent) of the voting share capital of the target company. However, since the shareholding of the Public Shareholders is 25.00% (Twenty-Five Percent) of the Voting Share Capital of the Target Company, therefore for the purpose of this Offer, the Offer Shares represent 25.00% (Twenty-Five Percent) of the Voting Share Capital of the Target Company.

This Pre-Offer Advertisement cum Concordium to the Detailed Public Statement (Pre-Offer Advertisement) is being issued by CapitalSquare Advisors Private Limited (Manager), for and on behalf of Mr. Pareshkumar Vasantay Sheth, the Acquirer, and pursuant to the provisions of Regulation 18 (7) of the SEBI (SAST) Regulations, in respect of the Offer in Financial Express (English daily) (All India Edition), Jansatta (Hindi daily) (Delhi Edition and All India Edition), and Mumbal Lakshadweep (Marathi Daily) (Mumbai Edition), wherein the Detailed Public Statement dated Monday, May 16, 2022, which was published on Tuesday, May 17, 2022, in accordance with the provisions of Regulation 14 (3) of the SEBI (SAST) Regulations (Newspapers).

This Pre-Offer Advertisement is to be read in conjunction with the:

- Public Announcement dated Tuesday, May 10, 2022 ('Public Announcement');
- Detailed Public Statement dated Monday, May 16, 2022, which was published on Tuesday, May 17, 2022, in the Newspapers (Detailed Public Statement);
- Draft Letter of Offer dated Monday, May 23, 2022 (Draft Letter of Offer);
- Letter of Offer dated Friday, June 10, 2022, along with the Form of Acceptance-cum-Acknowledgement (Letter of Offer);
- Recommendations of Committee of Independent Directors dated Monday, June 20, 2022, which was published in the Newspapers on Tuesday, June 21, 2022 (Recommendations of IDC);
- Letter of Offer Dispatch Confirmation Advertisement dated Monday, June 20, 2022, which was published in the Newspapers on Tuesday, June 21, 2022 (Letter of Offer Dispatch Confirmation Advertisement).

The Public Announcement, Detailed Public Statement, Draft Letter of Offer, Letter of Offer, Recommendations of IDC, and the Letter of Offer Dispatch Confirmation Advertisement are hereinafter referred to as the 'Offer Documents'.

- Offer Price: The Offer Price of ₹19.00/- (Rupees Nineteen Only) is payable in cash. There has been no revision in the Offer Price. For further details relating to the Offer Price, please refer to Paragraph 6.1.3 beginning on page 22 of the Letter of Offer.
- Recommendations of the Committee of Independent Directors of the Target Company (IDC): The Committee of IDC has opined that the Offer Price of ₹19.00/- (Rupees Nineteen Only) is fair and reasonable in accordance with the provisions of SEBI (SAST) Regulations, which was approved on Monday, June 20, 2022, and published on Tuesday, June 21, 2022, in the Newspapers.
- This Offer is not a competing offer.

4. The Letter of Offer has been dispatched to the Public Shareholders of the Target Company whose names appear on Thursday, June 09, 2022, being the Identified Date, through:

Sl. No.	Particulars	Mode of Dispatch	No. of Public Shareholders	Date of Completion of Dispatch
1.	Letter of Offer through electronic mode whose e-mail addresses had been registered with the Depositories/Target Company.	Email	7	Thursday, June 16, 2022
2.	Letter of Offer to the Public Shareholders who have not registered their e-mail addresses with the Depositories/Target Company, or whose Email Addresses are inactive	Registered/Speed Post	133	Wednesday, June 15, 2022
Total			140	

5. Please note that a copy of the Letter of Offer along with other Offer Documents is also available and accessible on the websites of SEBI at www.sebi.gov.in, BSE at www.bseindia.com, Target Company at www.sardagroup.com/www.mercurytradelinks.co.in, Registrar at www.punjabshare.com, and Manager at www.capitalsquare.in

6. Public Shareholders are required to refer to Paragraph 8 titled 'Procedure for Acceptance and Settlement of the Offer' beginning on page 26 of the Letter of Offer in relation to the procedure for tendering their Equity Shares in the Offer.

Instructions for Public Shareholders

a) In case the Equity Shares are held in physical form

Public Shareholders holding Equity Shares in physical form may participate in this Offer through their Selling Broker by providing relevant information and documents as mentioned in Paragraph 6.9 titled 'Procedure for Equity Shares held in physical form' beginning on page 26 of the Letter of Offer.

b) In case the Equity Shares are held in Demat form

Public Shareholders holding the Equity Shares in Demat form may participate in this Offer by approaching their Selling Broker and tender their Equity Shares in Offer as per the procedure as mentioned in Paragraph 8.10 titled 'Procedure for Equity Shares held in dematerialized form' beginning on page 27 of the Letter of Offer along with other details.

7. All the observations received from SEBI vide letter bearing reference number 'SEBIHQ/CFD/DCR2/POW/2022/23423/1' dated Tuesday, June 07, 2022, in terms of Regulation 16 (4) of the SEBI (SAST) Regulations upon submission of the Draft Letter of Offer are duly incorporated in the Letter of Offer.

8. There are no other material updates concerning this Offer since the date of the Public Announcement, save as otherwise disclosed in the Offer Documents.

9. To the best of the knowledge of the Acquirer as of the date of this Pre-Offer Advertisement, there are no statutory, regulatory, or other approvals required by the Acquirer to be implemented to complete this Offer. Please refer to Paragraph 7.6 titled 'Statutory Approvals and conditions of the Offer' on page 25 of the Letter of Offer.

10. Schedule of Activities:

Schedule of Activities	Original Tentative Schedule (Day and Date)	Revised Schedule (Day and Date)
Issue date of the Public Announcement	Thursday, May 12, 2022	Tuesday, May 10, 2022
Publication date of the Detailed Public Statement in the newspapers	Tuesday, May 17, 2022	Tuesday, May 17, 2022
Last date for filing the Draft Letter of Offer with SEBI	Monday, May 23, 2022	Monday, May 23, 2022
Last date for the public announcement for a competing offer(s)†	Tuesday, June 07, 2022	Tuesday, June 07, 2022
The last date for receipt of comments from SEBI on the Draft Letter of Offer will be received (in the event SEBI has not sought clarification or additional information from the Manager)	Monday, June 13, 2022	Tuesday, June 07, 2022@
Identified Date*	Wednesday, June 15, 2022	Thursday, June 09, 2022
Last date for dispatch of the Letter of Offer to the Public Shareholders of the Target Company whose names appear on the register of members on the Identified Date	Wednesday, June 22, 2022	Thursday, June 16, 2022
Last date by which a committee of the independent directors of the Target Company is required to give its recommendation to the Public Shareholders for the Offer	Monday, June 27, 2022	Tuesday, June 21, 2022
Last date for upward revision of the Offer Price and/or the Offer Size	Tuesday, June 28, 2022	Wednesday, June 22, 2022
Last date of publication of opening of Offer public announcement in the newspapers in which the Detailed Public Statement had been published	Tuesday, June 28, 2022	Wednesday, June 22, 2022
Date of commencement of Tendering Period	Wednesday, June 29, 2022	Thursday, June 23, 2022
Date of closing of Tendering Period	Tuesday, July 12, 2022	Wednesday, July 06, 2022
Last date of communicating the rejection/acceptance and completion of payment of consideration or refund of Equity Shares to the Public Shareholders	Tuesday, July 26, 2022	Wednesday, July 20, 2022

Note: The above timelines are indicative prepared on the basis of timelines provided under the SEBI (SAST) Regulations and are subject to receipt of requisite approvals from various statutory/regulatory authorities and may have to be revised accordingly. To clarify the actions set out above may be completed prior to their corresponding dates subject to compliance with the SEBI (SAST) Regulations.

@Actual date of receiving SEBI's Observation Letter.

† There has been no competing offer.

*Identified Date is only for the purpose of determining the names of the Public Shareholders to whom the Letter of Offer would be sent. All the Public Shareholders (registered or unregistered) of the Equity Shares (except the Acquirer and the parties to the Share Purchase Agreement) are eligible to participate in this Offer any time before the closure of this Offer.

11. The copies of the inspection documents as specified under Paragraph 13 titled 'Documents for Inspection' beginning on page 37 of the Letter of Offer will be available for inspection at the registered office of the Manager, CapitalSquare Advisors Private Limited, located at 205-209, 2nd Floor, AARPEE Center, MIDC Road No. 11, CTS 70, Andheri (East), Mumbai - 400093, Maharashtra, India, or the Public Shareholders may access the inspection documents accessible on the website of the Manager at <https://capitalsquare.in/mlt-so-id> and by obtaining its login credentials from the Manager, on any working day between 10:00 a.m. (Indian Standard Time) and 5:00 p.m. (Indian Standard Time) during the Tendering period i.e., commencing from Thursday, June 23, 2022, to Wednesday, July 06, 2022.

12. The Acquirer accepts full responsibility for the information contained in this Pre-Offer Advertisement and for the fulfillment of his obligations laid down in the SEBI (SAST) Regulations. A copy of this Pre-Offer Advertisement shall also be available and accessible on the websites of the SEBI at www.sebi.gov.in, BSE at www.bseindia.com, and Target Company at www.sardagroup.com/www.mercurytradelinks.co.in, Registrar at www.punjabshare.com, and Manager at www.capitalsquare.in.

13. The capitalized terms used in this Pre-Offer Advertisement shall have the meaning assigned to them in the Offer Documents unless otherwise specified.

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

CAPITALSQUARE
Teaming together to create value

CAPITALSQUARE ADVISORS PRIVATE LIMITED
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Email Address: tanmay.banerjee@capitalsquare.in/ pankita.patel@capitalsquare.in
Website: www.capitalsquare.in
Contact Person: Mr. Tanmay Banerjee/ Ms. Pankita Patel
SEBI Registration Number: INM00012218
Validity: Permanent
Corporate Identification Number: U65999MH2008PTC187863

Date: Tuesday, June 21, 2022
Place: Mumbai

On behalf of Acquirer
SD-
Mr. Pareshkumar Vasantay Sheth