KANSAL FIBRES LIMITED

("KFL" /"TARGET COMPANY"/ "TC")

Registered Office: 281, Industrial Area-A, Ludhiana, Punjab - 141003
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Advertisement under Regulation 18 (7) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This Advertisement is being issued by Comfort Securities Limited, Manager to the offer, on behalf of M/s. Laxmi Edifice Pvt. Ltd, Acquirer pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011 as amended (SEBI (SAST) Regulations) in respect of the open offer to acquire 15,34,182 Equity shares (including 2,27,800 partly paid up Equity Shares) representing 26% of the issued and subscribed capital and 27.04% of the Voting Equity Share Capital of KFL, at a price of Re. 1/- (Rupee One Only) per Fully of the Paid-up Equity Share of Rs. 10/- each and Re. 0.50 paise (Fifty paise Only) per partly paid up Equity Share of Rs. 5/- each("Offer Price") payable in Cash. The Detailed Public Statement (DPS) with respect to the aforementioned offer was made on 11th December 2013 in Financial Express (English), Jansatta (Hindi) all editions, Rozana Spokeman (Punjabi), Punjab and Apla Mahanagar (Marathi), Mumbai edition.

1. Offer Price is Re. 1.00/- (Rupee One Only) per fully paid up Equity Share of Rs. 10/- each and Re. 0.50 (Fifty Paise Only) per partly paid up equity share of Rs. 5/- each payable in Cash and there is no revision in the offer price.
2. The Committee of Independent Directors of Target Company has given their recommendations on the Open offer on 15th January 2014 and it was published on 16th January 2014 in the same news papers in which the Detailed Public Statement was published i.e in Financial Express (English), Jansatta (Hindi) all editions, Rozana Spokeman (Punjabi), Punjab and Apla Mahanagar (Marathi), Mumbai edition.
3. The Offer is not a competing Offer in terms of Regulation 20 of the SEBI (SAST) Regulations.
4. The Letter of Offer (LOF) dated 17th January 2014 has been dispatched to the shareholders of the Target Company on 22nd January 2014.
5. Kindly note that a copy of the Letter of Offer along with form of acceptance would also be available at SEBI website (http://www.sebi.gov.in/). In case of non-receipt of Letter of Offer or Form of acceptance, the shareholders can also download from the website of SEBI for applying in the offer. Further, the shareholders have also option in case of non-receipt/non-availability of the form of acceptance, the application can be made on plain paper along with the following details:

a. **In case of physical shares:** Name of the Shareholder, address, number of equity shares held, distinctive numbers, folio nos. number of shares tendered together with the original equity share certificate(s), valid transfer deeds duly signed with the details of the buyer kept blank to the Registrar to the offer i.e Purva Sharegistry (India) Pvt. Ltd (Registrar to the Offer) on or before the closure of the offer i.e not later than 6.00 p.m on Tuesday, 11th February 2014 in accordance with the instructions specified in the letter of offer and in form of Acceptance cum Acknowledgement.

b. **In case of dematerialized shares:** Name of the Shareholder, address, number of equity shares held, number of shares tendered, name of the Depository Participant ('DP'), DP ID, Beneficiary account number and a photocopy of delivery instruction in "off market" mode or counterfoil of the delivery instruction in "off market" mode, duly acknowledged by the DP in favour of the following Depository Escrow Account.

Account Name	"PSIPL ESCROW A/C KANSAL OPEN OFFER"
Depository	Central Depository Services (India) Limited
DP Name	R R S SHARES & STOCK BROKERS PRIVATE LTD
DP ID Number	12029000
Client ID Number	00036105
Mode	Hand Delivery/ Registered Post

Shareholders having their beneficiary account with National Depository Services Limited (NSDL), have to use inter-depository delivery instruction slip for the purpose of crediting their Equity Shares in favour of the above mentioned Special Depository Account with CDSL.

6. In terms of Regulation 16(1) of the SEBI(SAST) Regulations the draft letter of offer has been submitted to SEBI on 17th December 2013. In this regard SEBI has issued a final Observation bearing no. CFD/DCR/SKS/1196/2014 dated 8th January 2014 which was received on 11th January 2014 has been incorporated in the Letter of Offer.
7. As on date, to the best of the knowledge of the Acquirer, there is no statutory approval required to implement the offer. However in case of any regulatory or statutory being required at a date before the closure of the offer, the offer shall be subject to all such approvals and the Acquirer shall make the necessary applications for such approvals.
8. Schedule of Activities

Sr.No.	Activity	Original Date and Day	Revised Date and Day
1	Date of Public Announcement	05.12.2013, Thursday	05.12.2013, Thursday
2	Opening of Escrow Account	06.12.2013, Friday	06.12.2013, Friday
3	Publication of Detailed Public Statement (DPS) in newspapers	11.12.2013, Wednesday	11.12.2013, Wednesday
4	Submission of Detailed Public Statement to BSE, ASE, DSE, LSE, Target Company & SEBI	12.12.2013, Thursday	12.12.2013, Thursday
5	Filing of Draft Offer Document with SEBI along with soft copies of Public Announcement and Detailed Public Statement	17.12.2013, Tuesday	17.12.2013, Tuesday
6	Last Date for a competing Offer	01.01.2014, Wednesday	01.01.2014,Wednesday
7	Receipt of Comments from SEBI on Draft Letter of Offer*	07.01.2014, Tuesday	*11.01.2014, Saturday
8	Identified Date**	08.01.2014, Wednesday	**15.01.2014, Wednesday
9	Date by which Letter of Offer will be dispatched to the Shareholders	16.01.2014, Thursday	22.01.2014 Wednesday
10	Last date for revising the Offer Price	16.01.2014, Thursday	23.01.2014, Thursday
11	Last date by which Board of Target Company shall give its recommendations***	15.01.2014, Wednesday	***22.01.2014, Wednesday
12	Advertisement of Schedule of activities for open Offer, status of statutory and other approvals in newspapers and sending to SEBI, Stock Exchanges and Target Company****	20.01.2014, Monday	****27.01.2014, Monday
13	Date of Commencement of tendering period (Offer Opening Date)	24.01.2014, Friday	29.01.2014,Wednesday
14	Date of Expiry of tendering period (Offer Closing Date)	07.02.2014, Friday	11.02.2014,Tuesday
15	Date of communicating the rejection/ acceptance and payment of consideration for the acquired shares	24.02.2014, Monday	26.02.2014,Wednesday
16	Final Report from Merchant Banker	04.03.2014, Tuesday	06.03.2014,Thursday

* SEBI has issued an observation letter bearing no. CFD/DCR/SKS/1196/2014 dated 8th January 2014 and the same was received on Saturday, 11th January 2014.

**"Identified Date" is only for the purpose of determining the names of the Shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of equity shares of the Target Company (except the Acquirer, Sellers and other promoters who are not part of SPA) are eligible to participate in the Offer any time before the closure of the Offer.

*** The Independent directors committee of the Target Company have given their recommendation dated 15th January 2014 which was published on 16th January 2014 on the Open Offer in the same news papers in which the Detailed Public Statement was published.

**** Advertisement of Schedule of activities for open Offer dated 27th January 2014 published on 28th January 2014 in the same news papers in which the Detailed Public Statement was published.

Issued by Manager to the Offer on behalf of M/s. Laxmi Edifice Pvt. Ltd, Acquirer

COMFORT

COMFORT SECURITIES LIMITED

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Place: Mumbai

Date : 27.01.2014