ANISHA IMPEX LIMITED

(Registered Office: - 159, Gagan Vihar, New Delhi - 110035)

Advertisement under Regulation 18(7) 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**"), for and on behalf of the Acquirers, namely, Mr. Dinesh Pareekh, Mrs. Sangeeta Pareekh and M/s BLP Equity Research (P) Limited ("Hereinafter collectively referred to as "Acquirers") pursuant to Regulation 18 (7) 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 Anisha Impex Limited ("**AIL**"/ "**Target Company**"). The Detailed Public Statement ("**DPS**") with respect to the aforementioned offer was published on Thursday, January 18, 2018, in Business Standard (English-All Editions), Business Standard (Hindi-All Editions), Lakshdeep (Marathi) Mumbai edition.

1. Offer Price is Rupees 13.00 (Rupees Thirteen Only) per equity share.
2. Committee of Independent Directors (Hereinafter referred to as "**IDCs**") of the Target Company recommends that the open offer price of Rupees 13.00 per fully paid up equity shares is fair and reasonable based on the following reasons:
   a. The Offer Price of Rupees 13/- per fully paid up equity share offered by Acquirers is more than the price paid by the acquirers to the sellers under share purchase agreement, which is Rupees 11/- per share.
   b. The Offer Price is higher than the price as arrived as calculated by calculating volume weighted average market price of shares of target company for a period of 60 trading days immediately preceding the date of Public Announcement, which comes to Rupees 11.20 per share.
   c. The Offer Price is higher than the price paid by the acquirers during 52 weeks and 6 months preceding the date of public announcement for the acquisition of shares of Anisha Impex Limited, which is Rupees 11.09 and Rupees 12.84 per share respectively.

The IDC's recommendation was published on March 20, 2018 (Tuesday) in the same newspapers where Detailed Public Statement was published.

3. This Offer is not a Competing Offer.
4. The Letter of Offer dated March 12, 2018 has been dispatched to the shareholders on Thursday, March 15, 2018.
5. A Copy of the Letter of Offer (including Form of Acceptance cum acknowledgement) will also be available on SEBI's website (**www.sebi.gov.in**) during the offer period and shareholders can also apply by downloading such forms from the website. Further, 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:

   Name(s) & Address(es) of Joint Holder(s) (if any), Number of Shares held, Number of Shares tendered, Distinctive Numbers, Folio Number, Original share Certificate(s) and duly signed share transfer form(s).
6. In terms of Regulation 16(1) of the SEBI (SAST) Regulations, 2011, the Draft Letter of Offer was submitted to SEBI on January 25, 2018. All the observations made by SEBI vide letter no. SEBI/HO/CFD/DCR1/OW/P/2018/6987/1 dated March 06, 2018 has been incorporated in the Letter of Offer.
7. There have been no material changes in relation to the Open Offer since the date of the PA, save as otherwise disclosed in the DPS, Corrigendum to DPS and the Letter of Offer.
8. Schedule of Activities:

S. No	Activity	Original Schedule Days & Dates	Revised Schedule Days & Dates
1.	**Date of Public Announcement**	**Thursday, January 11, 2018**	**Thursday, January 11, 2018**
2.	Date of Publication of Detailed Public Statement	Thursday, January 18, 2018	Thursday, January 18, 2018
3.	Filing of the Draft letter of Offer to SEBI	Thursday, January 25, 2018	Thursday, January 25, 2018
4.	Last Date for a competitive offer(s)	Friday, February 09, 2018	Friday, February 09, 2018
5.	**Identified Date***	**Wednesday, February 21, 2018**	**Thursday, March 08, 2018**
6.	Date by which Final Letter of Offer will be dispatched to the shareholders	Thursday, March 01, 2018	Thursday, March 15, 2018
7.	**Last Date for revising the Offer Price/ number of shares.**	**Tuesday, March 06, 2018**	**Monday, March 19, 2018**
8.	Date by which the committee of the independent directors of the Target Company shall give its recommendations.	Wednesday, March 07, 2018	Tuesday, March 20, 2018
9.	**Date of Publication of Offer Opening Public Announcement**	**Thursday, March 08, 2018**	**Wednesday, March 21, 2018**
10.	**Date of Commencement of Tendering Period (Offer Opening date)**	**Friday, March 09, 2018**	**Thursday, March 22, 2018**
11.	**Date of Expiry of Tendering Period (Offer Closing date)**	**Thursday, March 22, 2018**	**Friday, April 06, 2018**
12.	Last Date of communicating rejection/acceptance and payment of consideration for applications accepted/ return of unaccepted share certificates/ credit of unaccepted Equity Shares to Demat Account.	Monday, April 09, 2018	Friday, April 20, 2018

**The identified date is only for the purpose of determining the public shareholders as on such date to whom the Letter of Offer would be mailed. It is clarified that all the Public Shareholders (registered or unregistered) are eligible to participate in this offer at any time prior to the closure of tendering period.*

The Acquirers accept full responsibility for the information contained in this Pre Offer Advertisement and also shall be jointly or severally responsible for the fulfillment of the obligations under the Offer and as laid down in SEBI (SAST) Regulations, 2011 and subsequent amendments thereto.

This Pre Issue Advertisement will also be available on SEBI's website at **www.sebi.gov.in**

Issued by Manager to the Offer on behalf of the Acquirers

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Contact Person: Ms. Radhika Pushkarna

Date: 20.03.2018

Place: New Delhi