PUBLIC ANNOUNCEMENT UNDER REGULATION 15(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF

MEENAKSHI ENTERPRISES LIMITED

OPEN OFFER FOR ACQUISITION OF 32,24,000 (THIRTY TWO LACS TWENTY FOUR THOUSAND) EQUITY SHARES FROM THE SHAREHOLDERS OF MEENAKSHI ENTERPRISES LIMITED (HEREINAFTER REFERRED TO AS "TARGET COMPANY" OR "MEL") BY M/S. ANURODH MERCHANDISE PRIVATE LIMITED (HEREINAFTER REFERRED TO AS 'ACQUIRER') ALONG WITH MR. S. G. F. MELKHASINGH (HEREINAFTER REFERED AS 'PERSON ACTING IN CONCERT' / 'PAC')

1. Offer details:

- **Offer Size:** This Open Offer is being made by the Acquirer alongwith PAC for acquisition of up to 32,24,000 fully paid equity shares of Rs. 10/- each constituting 26.00% of the paid up equity and voting share capital of the Target Company.

- **Offer Price:** An Offer Price of Rs. 12/- (Rupees Twelve Only) (hereinafter referred to as the "**Offer Price**") per equity share will be offered for the shares tendered during the tendering period. Assuming full acceptance the total consideration payable by the Acquirer along with PAC will be Rs. 3,86,88,000/- (Rupees Three Crores Eighty Six Lacs Eighty Eight Thousand Only).

- **Mode of payment**: The entire consideration will be paid in cash.

- **Type of Offer (Triggered Offer, ~~voluntary offer/ competing offer~~ etc.):** The Offer is a Triggered Offer made under regulation 3(1) and regulation 4 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("**SEBI (SAST) Regulations**").

2. Transaction which has triggered the Open Offer obligations (Underlying Transaction):

The Acquirer and the PAC were inducted as Promoter and Person in Control of the Target Company in the Board Meeting of MEL dated 26th September 2013. Prior to the Board Meeting the Target Company didn't had any identified Promoter / Promoter Group as per the filings made by MEL with Madras Stock Exchange Limited ('MSE'), the only stock exchange were the equity shares of the Target Company are listed. The Acquirer and PAC hence triggered the provision of Regulation 4 of the SEBI (SAST) Regulations.

The Acquirer along with PAC is now making this Open Offer as required under the SEBI (SAST) Regulations.

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3. Acquirers / PACs

Details	Acquirer	PAC	Total
Name of Acquirers/PAC(s) *	M/s. Anurodh Merchandise Private Limited	Mr. S. G. F. Melkhasingh	2
Address	No. 191, C.R. Avenue, Kolkata- 700 007	16, Duraiswamy Street, K.H.Road, Ayanavaram, Chennai-600 023	Not Applicable
Name(s) of persons in control /Promoters of Acquirer/ PACs where Acquirer/ PAC are companies	Mr. S. G. F. Melkhasingh and M/s. B.P. Jhunjhunwala & Other (HUF) represented by its Karta, Mr. B.P. Jhunjhunwala	Not Applicable	Not Applicable
Name of the Group, if any, to which the Acquirer/~~PAC~~ belongs to	Not Applicable	Not Applicable	Not Applicable
Pre-Transaction Shareholding • Number • % of total share capital	4,20,000 (3.39%)	6,600 (0.05%)	4,26,600 (3.44%)
Proposed shareholding after the acquisition of shares which triggered the Open Offer	4,20,000 (3.39%)	6,600 (0.05%)	4,26,600 (3.44%)
Any other interest in the TC	Mr. S. G. F. Melkhasingh, a Director and Promoter of the Acquirer is also a Whole Time Director in the Target Company	Holding the position of Whole Time Director in the Target Company	

4. Details of selling shareholders:

Not Applicable

5. Target Company:

(Information relating to Target Company has been obtained from information available in public domain and neither the Acquirer / PAC nor the Manager to the Offer has independently verified the same)

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- **Name:** M/s. Meenakshi Enterprises Limited having registered office at Sindur Pantheon Plaza, 4th Floor, 346, Pantheon Road, Egmore, Chennai- 600 008.
- **Exchanges where listed**: The Target Company is listed only on Madras Stock Exchange Limited.

6. Other details

- This is to inform to all the Shareholders of Target Company that the details of the Open Offer would be published shortly in the newspaper in terms of the provisions of regulation 14(3) of SEBI (SAST) Regulations vide a Detailed Public Statement on or before 20th March, 2014.

- The Acquirer and PAC, undertakes that they are aware of and will comply with their obligations under the SEBI (SAST) Regulations and have adequate financial resources to meet the Offer obligations.

Issued by:

MANAGER TO THE OFFER:
VC CORPORATE ADVISORS PRIVATE LIMITED
SEBI REGN NO: INM000011096
(Contact Person: Mr. Anup Kumar Sharma)
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Phone No : (033) 2225-3940
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ON BEHALF OF ACQUIRER AND PAC:

For Acquirer- **Anurodh Merchandise Private Limited**	**PAC**
Sd/- **Director**	Sd/- **Mr. S. G. F. Melkhasingh**

Place: Kolkata

Date: 12th March, 2014

VC Corporate Advisors Private Limited Kolkata