OFFER OPENING PUBLIC ANNOUNCEMENT

RAJLAXMI INDUSTRIES LIMITED

Registered Office: G 30, M.I.D.C Industrial Area, Tarapur, Boisar (w), Thane, Maharashtra- 401506
Corporate Office : 421, Tantia Jogani Industrial Premises, J.R. Boricha Marg,
Opp. Kasturba Hospital, Lower Parel (E), Mumbai - 400 011
Tel No: 022–23052411, Fax No: 022–23052410, E-Mail: info@rajlaxmiindustriesltd.com,
Website: www.rajlaxmiindustriesltd.com

This Advertisement is being issued by Choice Capital Advisors Private Limited (**"Manager to the Offer"**), on behalf of Caren Trading Private Limited (**"Acquirer"**), pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011and subsequent amendments thereto (**"SEBI (SAST) Regulations, 2011"**) in respect of the Open Offer (**"Offer"**) to acquire upto 2,60,000 Equity Shares, constituting 26% of the Paid up Equity Share Capital of Rajlaxmi Industries Limited (**"Target Company"**). The Detailed Public Statement ("**DPS"**) with respect to the aforementioned offer and Corrigendum to DPS (**"Corrigendum 1 & 2"**) appeared in all editions of Business Standard, English & Hindi and Apala Mahanagar (Marathi-Mumbai Edition) on August 30, 2012, September 01, 2012 and November 5, 2012 respectively.

1. The Offer Price is Rs. 30/- (Rupees Thirty Only) per fully paid up equity share ("**Offer Price"**). There has been no revision in the Offer Price.
2. The Committee of Independent Directors ("**IDC"**) of the board of directors of the Target Company recommends that the Price of Offer, being more than the book value and in compliance with the applicable Regulations can be considered as fair and reasonable. The recommendation of IDC was published in the abovementioned newspapers on November 12, 2012.
3. This Offer is not a competing offer in terms of regulation 20 of the SEBI (SAST) Regulations.
4. The Letters of Offer ("**LoF"**) have been dispatched to all equity shareholders of the Target Company on November 07, 2012.
5. The attention of the Shareholders is invited to the fact that a copy of the Letter of Offer along with the Form of Acceptance-cum-Acknowledgement is also available on SEBI's website (www.sebi.gov.in) 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 Name, address, distinctive numbers, folio nos., number of shares tendered together with the original Share certificate(s), valid transfer deeds with the details of the buyer kept blank. This will be required to be sent to the Registrar to the Offer, Purva Sharegistry (India) Private Limited.
6. All observations received from SEBI vide letter ref. no. CFD/DCR1/23844/12 dated October 29, 2012 in terms of Regulation 16(4) of SEBI (SAST) Regulations, 2011, have been incorporated in the LoF.
7. There have been no material changes in relation to the Offer, since the date of the public announcement, save as otherwise disclosed in the DPS, Corrigendum to the DPS and the LoF.
8. As on date, there are no statutory or other approvals pending to implement this Offer by the Acquirer.
9. The Schedule of Activities under this Offer is as follows :

Activity	Day and Date
Date of Public Announcement (PA)	Thursday, August 23, 2012
Date of Detailed Public Statement (DPS)	Thursday, August 30, 2012
Date of Filing the draft letter of offer with SEBI	Thursday, September 06, 2012
Last date for a Competitive bid	Friday, September 21, 2012
Date of receipt of SEBI observations on the draft letter of offer	Tuesday, October 30, 2012
Identified Date*	Thursday, November 01, 2012
Letter of Offer to be dispatched to shareholders	Thursday, November 08, 2012
Last date for revising the Offer	Monday, November 12, 2012
Last Date by which the committee of the independent directors of the Target Company shall give its recommendation	Thursday, November 15, 2012
Date of publication of Offer Opening Public Announcement	Friday, November 16, 2012
Date of commencement of Tendering Period (Offer Opening Date)	Monday, November 19, 2012
Date of Expiry of Tendering Period (Offer Closing Date)	Monday, December 03, 2012
Last date of communicating rejection/ acceptance and payment of consideration for applications accepted/return of unaccepted Share Certificates	Monday, December 17, 2012
Last Date of publication of Offer Closing Public Announcement	Monday, December 24, 2012
Last date for submission of the final report with SEBI	Monday, December 24, 2012

**The Identified Date is only for the purpose of determining the Equity shareholders as on such date to whom the Letter of Offer would be sent. It is clarified that all the Equity Shareholders of Target Company (registered or unregistered), except the Acquirer, parties to the Share Purchase Agreement, persons deemed to be acting in concert with such parties and the entities belonging to the promoter group of the Target Company which are not party to the SPA, are eligible to participate in this Offer at any time prior to the closure of this Offer.*

Issued by Manager to the Offer on behalf of the Acquirer

Choice
Nurturing Financial Excellence

CHOICE CAPITAL ADVISORS PRIVATE LIMITED
Shree Shakambhari Corporate Park, Plot No 156-158, Chakravarti Ashok Society, J.B. Nagar, Andheri (East), Mumbai - 400099
Contact Person: Mrs. Sujata Chattopadhyay
Tel No: 022 6707 9999, Fax No: 022 6707 9959
Email id: sujata@choiceindia.com
SEBI Reg No. INM000011872

Place : Mumbai
Date : November 16, 2012