Advertisement under Regulation 18(7) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended.

PARNAMI CREDITS LIMITED

Registered Office:- SCO 50-51, Parnami Tower, 2nd Floor, Old Judicial Complex, Civil Lines, Gurgaon, Haryana, 122001, India; Tel: 0124-326721; Fax: 0124-323902; Email: parnamilimited@gmail.com; Website: www.parnamicredits.in

COMPANY INDENTIFICATION NUMBER: **L65910HR1993PLC032070**

This Advertisement is being issued by Saffron Capital Advisors Private Limited, on behalf of Mr. Rakeshchand M. Jain ("**Acquirer**") 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 the Parnami Credits Limited ("**Target Company**"). The Detailed Public Statement with respect to the aforementioned offer was published on April 07, 2015 in Business Standard (English National Daily), Business Standard (Hindi National Daily), Navshakti (Marathi) and Jyoti Darpan (Regional Language Daily). Subsequently, corrigendum to DPS was published on July 27, 2015 ("**Corrigendum**") in the same newspapers in which the DPS was published.

The shareholders of the Target Company are requested to kindly note the following:

1. Offer Price is Rs. **12**/- (Rupees Twelve Only) per Equity Share. There has been no upward revision in the Offer Price.
2. Committee of Independent Directors (hereinafter referred to as "**IDC**") of the Target Company has recommended that the Offer is fair and reasonable and in line with the SEBI (SAST) Regulations. Further, IDC is of the view that the Offer Price is in line with the parameters prescribed by SEBI in the SEBI (SAST) Regulations. The IDC's recommendation was published on July 31, 2015 in the same newspapers in which the DPS was published.
3. The Offer is not a competing offer in terms of Regulation 20 of SEBI (SAST) Regulations.
4. The Letter of Offer with respect to the Offer ("**LoF**") dated July 21, 2015, was dispatched to all the Eligible Shareholders on July 27, 2015 as per the letter dated July 27, 2015 received from Registrar to the Open Offer.
5. Please note that a copy of the LoF (including Form of Acceptance-cum-Acknowledgement) will also be available on SEBI's website (www.sebi.gov.in) during the Tendering Period and Eligible Shareholders can also apply by downloading such forms from SEBI's website. Further, in case of non-receipt/non-availability of the Form of Acceptance-cum-Acknowledgement, the application can be made on plain paper along with the following details:
   a. In case of Equity Shares held in physical form: Name and address of first holder, name(s) and address(es) of joint holder(s) (if any), registered folio number, share certificate number, distinctive numbers, number of Equity Shares held, number of Equity Shares offered, original share certificate(s), original broker contract note of a registered broker (in case of unregistered shareholders) and valid share transfer form(s). The details of the Acquirer should be kept blank. In case the share certificate(s) and the transfer deed(s) are lodged with the Target Company/its transfer agents for transfer, then the acceptance shall be accompanied by the acknowledgment of lodgment with, or receipt by, the Target Company/its transfer agents, of the share certificate(s) and the transfer deed(s);
   b. In case of Equity Shares held in dematerialized form: Name, address, number of Equity Shares held, number of Equity Shares tendered, depository participant ("DP") name, DP ID, beneficiary account number and a photocopy or counterfoil of the delivery instructions in "Off-Market" mode, duly acknowledged by the DP in favor of the special depository account.

   The details of the special depository account are as under:

Depository Name	NSDL
Account Name	PCL-OPEN-OFFER-MAS ESCROW
Depository Participant ("DP") Name	Gogia Capital Services Limited
DP ID Number	IN300589
Beneficiary Account Number	10231802
ISIN	INE837C01013
Market	Off-Market

   Shareholders having their beneficiary account in CDSL have to use the inter-depository Delivery Instruction slip for the purpose of crediting their Equity Shares in favour of Special Account with NSDL.
6. In terms of Regulation 16(1) of the SEBI (SAST) Regulations, the Draft Letter of Offer was submitted to SEBI on April 15, 2015. All observations received from SEBI by way of their letter no. CFD/DCR2/OW/19888/2015 dated July 17, 2015 in terms of Regulation 16(4) of the SEBI (SAST) Regulations have been incorporated in the LoF.
7. There have been no other material changes in relation to the Offer, since the date of the public announcement on March 27, 2015, save as otherwise disclosed in the DPS and Corrigendum.
8. The acquisition of Sale Shares are subject to receipt of prior approval from RBI under "Non- Banking Financial Companies (Approval of Acquisition or Transfer of Control) Directions, 2014" in terms of RBI Notification No. DNBS(PD) 275/GM(AM)/2013-14 dated May 26, 2014 for transfer of management and control of Non- Banking Finance Company. ***The Target Company is yet to receive approval from the Reserve Bank of India for the transfer of management and control to the Acquirer.*** To the best of the knowledge of the Acquirer, there are no other statutory approvals required to implement the Offer. However, in case of any regulatory or statutory approval being required at a later 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 approval.
9. **Schedule of Activities:**

Activity	Day and Date
Public Announcement (PA)	Friday, March 27, 2015
Publication of DPS in the newspapers	Tuesday, April 07, 2015
Filing of the draft letter of offer with SEBI	Wednesday, April 15, 2015
Last date for a competitive bid	Wednesday, April 29, 2015
Last date for SEBI observations on draft letter of offer (in the event SEBI has not sought clarifications or additional information from the Manager to the Offer)	Friday, July 17, 2015
Identified Date*	Tuesday, July 21, 2015
Letter of Offer to be dispatched to shareholders	Tuesday, July 28, 2015
Last date for revising the Offer price/ number of shares	Thursday, July 30, 2015
Last Date by which the committee of the independent directors of the Target Company shall give its recommendation	Friday, July 31, 2015
Date of publication of Offer Opening Public Announcement	Monday, August 03, 2015
Date of commencement of Tendering Period (Offer Opening Date)	Tuesday, August 04, 2015
Date of Expiry of Tendering Period (Offer Closing Date)	Monday, August 17, 2015
Last Date for completion of all requirements including payment of consideration	Tuesday, September 01, 2015

** Identified Date is only for the purpose of determining the names of the Shareholders of the Target Company as on such date to whom the Letter of Offer would be sent. It is clarified that all the shareholders holding Equity Shares of the Target Company (registered or unregistered) (except the parties to the SPA) are eligible to participate in this Offer any time before the closure of this Offer*

Capitalised terms used but not defined in this Advertisement shall have the same meanings assigned to such terms in the Public Announcement and/or DPS and/or LoF and/or Corrigendum. The Acquirer accepts full responsibility for the information contained in this Advertisement and also for the obligations of the Acquirer as laid down in SEBI (SAST) Regulations. This Advertisement will also be available on SEBI's website at www.sebi.gov.in

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

SAFFRON
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SAFFRON CAPITAL ADVISORS PRIVATE LIMITED
Company Identification Number: U67120MH2007PTC166711
605, Sixth Floor, Centre Point, J .B. Nagar,
Andheri (East), Mumbai - 400 059, India
Tel. No.: +91 22 4082 0917,
Fax No.: +91 22 4082 0999
Email id: openoffers@saffronadvisor.com
Website: www.saffronadvisor.com
Investor grievance: investorgrievance@saffronadvisor.com
SEBI Registration Number: INM 000011211
Contact Person: Amit Wagle

Place: Mumbai
Date: August 01, 2015