

FOR THE ATTENTION OF THE PUBLIC SHAREHOLDERS OF
PIONEER DISTILLERIES LIMITED

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This announcement ("**Corrigendum**") is being issued by JM Financial Institutional Securities Private Limited, the manager to the Offer ("**Manager**" / "**JM Financial**") for and on behalf of the Acquirer and the PACs, in respect of Pioneer Distilleries Limited Open Offer.

The Corrigendum is to be read together with the Pioneer Public Announcement dated November 9, 2012, the Pioneer Detailed Public Statement which was published on July 11, 2013, the Pioneer Letter of Offer dated August 22, 2013 and the Pioneer Offer Opening Public Announcement which was published on August 29, 2013. The Public Shareholders are requested to note that the registered office of the Manager has been shifted to 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025 with effect from September 2, 2013.

Capitalized terms not defined herein shall have the meaning as assigned to such terms in the Pioneer Public Announcement, the Pioneer Detailed Public Statement or the Pioneer Letter of Offer.

A copy of this Corrigendum shall also be available on the website of SEBI (www.sebi.gov.in).

Issued on behalf of the Acquirer and the PACs by the Manager



JM Financial Institutional Securities Private Limited

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Place: Mumbai

Date: September 5, 2013