

POST OFFER ADVERTISEMENT TO THE EQUITY SHAREHOLDERS OF

PRIMA COMMUNICATIONS LIMITED

("PCL" OR THE "TARGET COMPANY")

CIN: L65999WB1982PLC065038

Registered Office: Pressman House, 10A Lee Road, Kolkata-700 020, Tel. (033) 40310810/0811

Fax- (033) 40310813, Email-Id: primacommunicationsltd@gmail.com

Open Offer for acquisition of 2,52,285 (Two Lakh Fifty Two Thousand Two Hundred and Eighty Five Only) fully paid-up equity shares of Rs. 10/- each of PCL by M/s. Poddar Global Private Limited along with Mr. Sunil Kumar Poddar (hereinafter referred to as "the Acquirers").

This Post Offer Advertisement is being issued by VC Corporate Advisors Private Limited, the Manager to the Offer, on behalf of the Acquirers, in connection with the Offer made by the Acquirers in compliance with regulation 18 (12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto ("SEBI (SAST) Regulations, 2011"). The Detailed Public Statement ("DPS") pursuant to the Public Announcement ("PA") made by the Acquirers has appeared in The Financial Express (English daily all editions), Jansatta (Hindi daily all editions), Kalantar (Bengali daily) on 22.01.2016.

1. Name of the Target Company : Prima Communications Limited
2. Name of the Acquirers : M/s. Poddar Global Private Limited alongwith
Mr. Sunil Kumar Poddar
3. Name of Manager to the Offer : VC Corporate Advisors Private Limited
4. Name of Registrar to the Offer : Niche Technologies Private Limited
5. Offer details
 - a) Date of Opening of the Offer : Monday, 14.03.2016
 - b) Date of Closing of the Offer : Tuesday, 29.03.2016
6. Date of Payment of Consideration: Not Applicable (No shares have been tendered under the open offer)
7. Details of the Acquisition :

Sr. No.	Particulars	Proposed in the Offer Document		Actual	
7.1.	Offer Price	Rs. 25 per equity share		Rs. 25 per equity share	
7.2.	Aggregate number of shares tendered	2,52,285		0	
7.3.	Aggregate number of shares accepted	2,52,285		0	
7.4.	Size of the Offer (Number of shares multiplied by Offer price per share)	Rs.63,07,125/-		Nil	
7.5.	Shareholding of the Acquirers before Share Purchase Agreement (SPA) and Public Announcement (No. & %)	NIL (0.00%)		NIL (0.00%)	
7.6.	Shares Acquired by way of SPA • Number • % of Fully Diluted Equity Share Capital	7,56,315 (74.99%)		7,56,315 (74.99%)	
7.7.	Shares Acquired by way of Open Offer • Number • % of Fully Diluted Equity Share Capital	2,52,285 (25.01%)		0 (0.00%)	
7.8.	Shares acquired after Detailed Public Statement • Number of shares acquired • Price of the shares acquired • % of the shares acquired	Not Applicable		Not Applicable	
7.9.	Post Offer shareholding of Acquirers • Number • % of Fully Diluted Equity Share Capital	10,08,600 (100%)		7,56,315 (74.99%)	
7.10.	Pre and Post Offer shareholding of Public Shareholders	Pre Offer	Post Offer	Pre Offer	Post Offer
	• Number	2,52,285	0.00	2,52,285	2,52,285
	• % of Fully Diluted Equity Share Capital	(25.01%)	(0.00%)	(25.01%)	(25.01%)

8. The Acquirers accepts full responsibility for the information contained in this Post Offer Advertisement and also for the fulfilment of his obligations as laid down in the SEBI (SAST) Regulations, 2011.
9. A copy of this Post Offer Advertisement will be available on the website of SEBI.
10. Capitalized terms used in this advertisement and not defined herein, shall have the same meaning assigned to them in the Letter of Offer dated 03.03.2016.

Issued by Manager to the Offer on behalf of the Acquirers:



Manager to the Offer:

VC CORPORATE ADVISORS PRIVATE LIMITED

SEBI REGN NO : INM000011096

(Contact Person: Mr. Anup Kumar Sharma)

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