

LETTER OF OFFER**"This Document is important and requires your immediate attention"**

This Letter of Offer is sent to you as a shareholder(s) of PRIMA COMMUNICATIONS LIMITED. If you require any clarifications about the action to be taken, you may consult your Stock Broker or Investment Consultant or Manager/Registrar to the Offer. In case you have recently sold your shares in the Target Company, please hand over this Letter of Offer and the accompanying Form of Acceptance cum Acknowledgement and Transfer Deed to the Member of Stock Exchange through whom the said sale was affected.

**OPEN OFFER
BY**

Name of the Acquirers	Address of the Acquirers	Contact no..	Email Id
Mr. Sunil Kumar Poddar	2A-206, Rang Rasayan Apartments, Sector -13, Rohini, Delhi – 110085	Tel:(011)27016535/34	sunil.poddar@poddarglobal.in
M/s. Poddar Global Private Limited	20, Engineers Enclave, 2nd floor, Harsh Vihar Crossing, Pitampura, Delhi – 110034	Tel: (011)27016534/35 Fax: (011) 27016536	info@poddarglobal.in

(hereinafter collectively referred to as "**the Acquirers**")

To the shareholders of

PRIMA COMMUNICATIONS LIMITED ("PCL" or the "Target Company")

having its registered office at "Pressman House", 10A Lee Road, Kolkata- 700 020

Tel. No.: (033) 40310810/0811; Fax- (033) 40310813, E-mail:primacommunicationsltd@gmail.com

For the 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, representing 25.01 % of the equity and voting share capital at a price of Rs. 25/- (Rupees Twenty Five Only) per equity share ("**Offer Price**") payable in cash ("**Offer**" or "**Open Offer**").

Please Note:

- This Offer is being made by the Acquirers pursuant to regulation 3(1) & 4 of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto ("**SEBI (SAST) Regulations**") for substantial acquisition of shares/ voting rights accompanied with change in control and management of the Target Company.
- There are no statutory approvals required to acquire equity shares that are tendered pursuant to this Offer. However, the Offer would be subject to all statutory approvals as may be required and/or may subsequently become necessary to acquire at any later date.
- If there is any upward revision in the Offer Price/Size at any time up to three (3) working days prior to commencement of the tendering period viz. 08.03.2016 in terms of the SEBI (SAST) Regulations, the same would also be informed by way of a Public Announcement in the same newspapers where the original Detailed Public Statement dated 22.01.2016 had appeared. If the Offer is withdrawn pursuant to regulation 23, the same would be communicated within two (2) working days by an Announcement in the same newspapers in which the Detailed Public Statement had appeared.
- There was no Competitive Bid.**
- Shareholders, who have accepted the Offer by tendering the requisite documents in terms of the Public Announcement/ Detailed Public Statement/ Letter of Offer, shall not be entitled to withdraw such acceptance during the tendering period.
- This Offer is not conditional upon any minimum level of acceptance in terms of the regulation 19(1) of the SEBI (SAST) Regulations.
- The Procedure for acceptance and settlement is set out in Para 7 of this Letter of Offer. A Form of Acceptance is enclosed with this Letter of Offer.
- The Public Announcement, Detailed Public Statement and Letter of Offer (including Form of Acceptance cum Acknowledgement) would also be available at SEBI website www.sebi.gov.in.

	MANAGER TO THE OFFER: VC CORPORATE ADVISORS PRIVATE LIMITED SEBI REGN NO: INM000011096 (Contact Person: Mr. Anup Kumar Sharma) 31, Ganesh Chandra Avenue, 2 nd Floor, Suite No.-2C, Kolkata-700 013 Phone No : (033) 22253940 Fax : (033) 2225 3941 Email: mail@vccorporate.com TENDERING PERIOD OPENS ON: MARCH 14, 2016, MONDAY		REGISTRAR TO THE OFFER: NICHE TECHNOLOGIES PRIVATE LIMITED SEBI REGN NO: INR000003290 (Contact Person: Mr. S. Abbas) D-511, Bagree Market, 71, B R B Basu Road, Block 'C', Kolkata- 700 001 Phone No.: (033) 22357270/71; Fax No.: (033) 2215-6823, Email-Id: nichetechpl@nichetechpl.com TENDERING PERIOD CLOSING ON: MARCH 29, 2016, TUESDAY
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A SCHEDULE OF SOME OF THE MAJOR ACTIVITIES RELATING TO THE OFFER IS GIVEN BELOW:

Activities	Original		Revised	
	Date	Day	Date	Day
Date of the PA	January 15, 2016	Friday	January 15, 2016	Friday
Publication of Detailed Public Statement in newspapers	January 22, 2016	Friday	January 22, 2016	Friday
Last date of a Competing Offer	February 15, 2016	Monday	February 15, 2016	Monday
Identified Date*	February 25, 2016	Thursday	February 26, 2016	Friday
Date by which the Letter of Offer will be dispatched to the shareholders	March 3, 2016	Thursday	March 04, 2016	Friday
Last date for upward revision of Offer Price and/or Offer Size	March 4, 2016	Friday	March 08, 2016	Tuesday
Last date by which Board of the Target Company shall give its recommendation	March 9, 2016	Wednesday	March 10, 2016	Thursday
Advertisement of Schedule of Activities for Open Offer, status of statutory and other approvals in newspapers and sending the same to SEBI, Stock Exchanges and Target Company	March 10, 2016	Thursday	March 11, 2016	Friday
Date of commencement of tendering period	March 11, 2016	Friday	March 14, 2016	Monday
Date of closing of tendering period	March 28, 2016	Monday	March 29, 2016	Tuesday
Date by which communicating rejection/ acceptance and payment of consideration for applications accepted	April 12, 2016	Tuesday	April 13, 2016	Wednesday

**Identified Date is only for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of equity shares of the Target Company (except the parties to the SPA) are eligible to participate in the Offer any time before the Closure of the Offer.*

Risk Factors relating to the transaction, the proposed offer and probable risks involved in associating with the Acquirers: -

1. The Offer involves an offer to acquire 25.01% of the total equity and voting share capital of PCL from the eligible persons for the Offer.
2. In the event that either (a) a regulatory approval is not received in a timely manner, (b) there is any litigation leading to stay on the Offer, or (c) SEBI instructs the Acquirers not to proceed with the Offer, then the Offer process may be delayed beyond the schedule of activities indicated in this Letter of Offer. Consequently, the payment of consideration to the public shareholders of PCL whose shares have been accepted in the Offer as well as the return of Shares not accepted by the Acquirers may be delayed. In case of the delay, due to non-receipt of statutory approvals, as per regulation 18(11) of the SEBI (SAST) Regulations, SEBI may, if satisfied that the non-receipt of approvals was not due to willful default or negligence or failure to diligently pursue such approvals on the part of the Acquirers, grant an extension for the purpose of completion of the Offer subject to the Acquirers paying interest to the shareholders for the delay, as may be specified by SEBI.
3. Shareholders should note that shareholders who have tendered shares in acceptance of the Open Offer shall not be entitled to withdraw such acceptance during the tendering period even if the acceptance of Shares under the Offer and dispatch of consideration gets delayed.
4. The Equity Shares tendered in the Offer will be held in the pool account of the broker / in trust by the Clearing Corporation/Registrar to the Offer, until the completion of the Offer formalities, and the Shareholders who have tendered their Equity Shares will not be able to trade such Equity Shares during such period. It is understood that the Shareholders will be solely responsible for their decisions regarding their participation in this Offer.
5. The Offer is subject to the receipt of statutory and regulatory approvals by the Acquirers under the Offer. The Acquirers may not be able to proceed with the Offer in the event the approvals are not received in terms of the regulation 23 of the SEBI (SAST) Regulations. Delay, if any, in the receipt of these approvals may delay completion of the Offer.

Risks involved in associating with the Acquirers:

6. The Acquirers intend to acquire 2,52,285 fully paid-up equity shares of Rs.10/- each, representing 25.01% of the total equity and voting share capital at a price of Rs. 25/- (Rupees Twenty Five Only) per equity share, payable in cash under the SEBI (SAST) Regulations. PCL does not have any partly paid-up equity shares as on the date of the PA. Post this Offer, the Acquirers will have significant equity ownership & effective management control over the Target Company pursuant to regulation 3(1) & 4 of the SEBI (SAST) Regulations.

The Acquirers make no assurance with respect to the market price of the shares during the Offer period and upon the completion of the Offer and disclaims any responsibility with respect to any decision by the shareholders on whether or not to participate in the Offer. The Acquirers make no assurance with respect to the financial performance of the Target Company.

7. The Acquirers and the Manager to the Offer accepts no responsibility for the statements made otherwise than in the Public Announcement, Detailed Public Statement or this Letter of Offer or in the advertisement or any materials issued by or at the instance of the Acquirers and the Manager to the Offer, and any person placing reliance on any other source of information would be doing so at its own risk.
8. The risk factor set forth above pertains to the acquisition and the Offer and not in relation to the present or future business operations of the Target Company or other related matters, and are neither exhaustive nor intended to constitute a complete analysis of the risks involved in participation or otherwise by a shareholder in the Offer. Shareholders of the Target Company are advised to consult their stockbroker or investment consultant, if any, for further risk with respect to their respective participation in the Offer.

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DEFINITIONS/ABBREVIATIONS

Acquirers	Mr. Sunil Kumar Poddar and M/s. Poddar Global Private Limited
Board	The Board of Directors of the Target Company
Book Value per Share	Net Worth/Number of shares
CDSL	Central Depository Services (India) Limited
CIN	Corporate Identity Number
CSE	The Calcutta Stock Exchange Limited
DIS	Delivery Instruction Slip
DPS	Detailed Public Statement dated 22.01.2016
ECS	Electronic Clearing Service
Escrow Banker	HDFC Bank Limited
Equity and voting share capital	Rs. 100.86 Lakhs comprising of 10,08,600 equity shares of Rs. 10/- each
FOA or Form of Acceptance	Form of Acceptance- cum- Acknowledgment accompanying this Letter of Offer
Identified Date	Date for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of equity shares of the Target Company (except the parties to the SPA) are eligible to participate in the Offer any time before the Closure of the Offer
LOF	Letter of Offer
Manager to the Offer	VC Corporate Advisors Private Limited
NRI(s)	Non- Resident Indians
NSDL	National Securities Depository Limited
Offer Period	15.01.2016 to 13.04.2016
Offer Price	Rs.25/- (Rupees Twenty Five Only) per equity share payable in cash
Offer/Open Offer	Cash Offer being made by the Acquirers to acquire 2,52,285 equity shares of Rs.10/-(Rupees Ten Only) each, representing 25.01 % of the total equity and voting share capital at a price of Rs.25/- (Rupees Twenty Five Only) per equity share
PA	Public Announcement dated 15.01.2016
PAT	Profit After Tax
Persons eligible to participate in the Offer	All owners (registered and unregistered) of shares of PCL (except the parties to the SPA)
RBI	Reserve Bank of India
Registrar to the Offer	Niche Technologies Pvt. Ltd.
Return on Net Worth	Profit After Tax/Net Worth
Sale Shares	7,56,315 equity shares of Rs. 10/- each at a price of Rs. 25/-per equity share forming part of the SPA between the Acquirers and the Sellers.
SEBI	Securities & Exchange Board of India
SEBI (SAST) Regulations	Securities & Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereof.
Sellers or Present Promoters	Dr. Niren Chand Suchanti, Mr. Navin Chand Suchanti, Mrs. Sujata Suchanti and Mrs. Pramina Suchanti
SPA or Agreement	Share Purchase Agreement dated 15.01.2016 entered into between the Acquirers and the Sellers
Target Company / PCL	Prima Communications Limited

Note: All terms beginning with a capital letter used in this LOF, but not otherwise defined herein, shall have the meaning ascribed thereto in that particular section or in the SEBI (SAST) Regulations unless specified.

1. DISCLAIMER CLAUSE

"IT IS TO BE DISTINCTLY UNDERSTOOD THAT FILING OF DRAFT LOF WITH SEBI SHOULD NOT, IN ANY WAY, BE DEEMED OR CONSTRUED THAT THE SAME HAS BEEN CLEARED, VETTED OR APPROVED BY SEBI. THE DRAFT LOF HAS BEEN SUBMITTED TO SEBI FOR A LIMITED PURPOSE OF OVERSEEING WHETHER THE DISCLOSURES CONTAINED THEREIN ARE GENERALLY ADEQUATE AND ARE IN CONFORMITY WITH THE REGULATIONS. THIS REQUIREMENT IS TO FACILITATE EQUITY SHAREHOLDERS OF PCLTO TAKE AN INFORMED DECISION WITH REGARD TO THE OFFER. SEBI DOES NOT TAKE ANY RESPONSIBILITY EITHER FOR FINANCIAL SOUNDNESS OF THE ACQUIRERS OR FOR THE TARGETCOMPANY WHOSE SHARES/CONTROL IS PROPOSED TO BE ACQUIRED OR FOR THE CORRECTNESS OF THE STATEMENTS MADE OR OPINIONS EXPRESSED IN THE LETTER OF OFFER. IT SHOULD ALSO BE CLEARLY UNDERSTOOD THAT WHILE ACQUIRERS ARE PRIMARILY RESPONSIBLE FOR THE CORRECTNESS, ADEQUACY AND DISCLOSURE OF ALL RELEVANT INFORMATION IN THIS LETTER OF OFFER, THE MANAGER TO THE OFFER IS EXPECTED TO EXERCISE DUE DILIGENCE TO ENSURE THAT THE ACQUIRERS DULY DISCHARGE HIS RESPONSIBILITY ADEQUATELY. IN THIS BEHALF, AND TOWARDS THIS PURPOSE, THE MANAGER TO THE OFFER VC CORPORATE ADVISORS PRIVATE LIMITED HAS SUBMITTED A DUE DILIGENCE CERTIFICATE DATED 28.01.2016 TO SEBI IN ACCORDANCE WITH THE SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 AND SUBSEQUENT AMENDMENT(S) THEREOF. THE FILING OF THE LOF DOES NOT, HOWEVER, ABSOLVE THE ACQUIRERS FROM THE REQUIREMENT OF OBTAINING SUCH A STATUTORY CLEARANCES AS MAY BE REQUIRED FOR THE PURPOSE OF THE PROPOSED OFFER."

2. DETAILS OF THE OFFER:

2.1 Background of the Offer:

- 2.1.1.** This Open Offer ("**Offer**") is being made by the Acquirers in compliance with regulation 3(1) & 4 of the SEBI (SAST) Regulations, to the equity shareholders of Prima Communications Limited (hereinafter referred to as "**Target Company**" or "**PCL**") a Company incorporated and duly registered under the Companies Act, 1956 and having its registered office "Pressman House", 10A Lee Road, Kolkata- 700 020.
- 2.1.2.** The prime object of the Offer is to acquire substantial acquisition of shares/voting rights accompanied with the change in control and management of the Target Company.
- 2.1.3.** There is no Person Acting in Concert ("**PAC**") with the Acquirers for the purpose of this Open Offer in terms of regulation 2(1)(q)(2) of the SEBI (SAST) Regulations.
- 2.1.4.** The Acquirers are making an Open Offer to acquire 2,52,285 Equity Shares of Rs. 10/- each representing 25.01% of total equity and voting share capital of the Target Company, at a price of Rs. 25/- (Rupees Twenty Five Only) per equity share ("**Offer Price**") payable in cash ("**Offer**" or "**Open Offer**"), subject to the terms and conditions mentioned hereinafter.
- 2.1.5.** The Acquirers have entered into the a Share Purchase Agreement dated 15.01.2016 with the present Promoters of the Target Company, viz., Dr. Niren Chand Suchanti, Mr. Navin Chand Suchanti, Mrs. Sujata Suchanti and Mrs. Pramina Suchanti to acquire from them in aggregate 7,56,315 (Seven Lakhs Fifty Six Thousand Three Hundred and Fifteen) equity shares of Rs. 10/- each representing 74.99% of the fully paid-up equity and voting share capital of the Target Company at a price of Rs. 25/- per fully paid-up equity share payable in cash ("**Negotiated Price**") for a total consideration of Rs. 1,89,07,875/- (Rupees One Crores Eighty Nine Lakhs Seven Thousand Eight Hundred and Seventy Five Only). Pursuant to the execution of the SPA, this mandatory Open Offer is being made by the Acquirers in compliance with the regulation 3(1) & 4 of the SEBI (SAST) Regulations. The Offer is not a result of Global Acquisition resulting in indirect acquisition of Target Company.
- 2.1.6.** The Acquirers have not acquired any equity shares/voting rights of PCL during the fifty- two weeks (52) period immediately preceding the date of the PA. The Acquirers have entered into the Share Purchase Agreement on 15.01.2016 with the present Promoters/ Promoter Group of PCL for acquisition of 7,56,315 equity shares representing 74.99% of the fully paid-up equity and voting share capital of PCL.
- 2.1.7.** The Manager to the Offer, VC Corporate Advisors Private Limited, does not hold any equity shares in the Target Company as on the date of DPS. The Manager to the Offer further declares and undertakes that they will not deal on their own account in the equity shares of the Target Company during the Offer Period.
- 2.1.8.** The Salient features of the Share Purchase Agreement are as follows:
- The Sellers hold 7,56,315 equity shares of the Target Company aggregating to 74.99% of the present paid up equity and voting share capital of the Target Company. The entire shareholding of the Sellers is in demat mode.
 - The Sellers have agreed to sell and the Acquirers have agreed to acquire in aggregate 7,56,315 fully paid up equity shares of Rs. 10/- each ("**Sale shares**") representing 74.99% of the paid up equity and voting share capital of the Target Company at a price of Rs. 25/- (Rupees Twenty Five Only) per share in cash for an aggregate consideration of Rs.1,89,07,875/- (Rupees One Crore Eighty Nine Lacs Seven Thousand Eight Hundred Seventy Five only) which has already been paid by the Acquirers to the Sellers on the date of signing of the Share Purchase Agreement.
 - The Sale Shares are free from all charges, encumbrances or liens and are not subject to any lock in period.
 - On the date of Signing of the Agreement, Sellers shall hand over undated signed demat delivery instructions slips and/or duly executed inter-depository demat transfer slips as may be applicable, addressed to its Depository Participant duly signed by the Sellers relating to the Sale Shares to the Acquirers.

- e. The Acquirers have undertaken to effect transfer of Sale Shares in its favor on completion of Open Offer formalities and in compliance with the applicable provisions of SEBI (SAST) Regulations.
 - f. That the Acquirers and the Sellers agree to abide by its obligations as contained in the SEBI (SAST) Regulations.
 - g. If the provisions of the Takeover code are not complied with, the SPA shall not be acted upon, either by the Sellers or Acquirers.
- 2.1.9.** None of the Acquirers have been prohibited by the SEBI from dealing in securities, in terms of directions issued under section 11B of the SEBI Act, 1992 as amended ("**SEBI Act**") or under any other regulation made under the SEBI Act.
- 2.1.10.** Pursuant to completion of this Offer, assuming full acceptance to this Offer, the public shareholding in the Target Company will fall below the minimum public shareholding requirement as per the Securities Contract (Regulation) Rules, 1957 as amended, the Acquirers undertake that they will take necessary steps to facilitate compliances of the Target Company with the relevant provisions of the Securities Contract (Regulation) Rules, 1957 as amended, provisions of SEBI (Listing Obligations and Disclosure Requirement) Regulation, 2015 and the Regulation 7(4) and 7(5) of the SEBI (SAST) Regulations and will reduce the non-public shareholding within the period mentioned therein.
- 2.1.11.** The recommendation of the committee of Independent Directors of the Target Company on the Offer will be published at least two (2) working days before the commencement of the tendering period, in the same newspapers where the DPS was published and a copy of the same shall be sent to SEBI, CSE and Manager to the Offer in compliance of regulation 26(7) of the SEBI (SAST) Regulations.
- 2.2 Details of the proposed Offer:**
- 2.2.1.** The Detailed Public Statement pursuant to the Public Announcement made by the Acquirers has appeared in The Financial Express (English Daily) all editions, Jansatta (Hindi Daily) all editions and Kalantar (Bengali Daily) on 22.01.2016 in compliance with regulation 14 (3) of the SEBI (SAST) Regulations. The Detailed Public Statement made on 22.01.2016 is available on the SEBI website at www.sebi.gov.in.
- 2.2.2.** The Acquirers propose to acquire from the existing equity shareholders of PCL (except the parties to the SPA) 2,52,285 equity shares of Rs. 10/- each representing 25.01% of total equity and voting share capital of the Target Company, at a price of Rs. 25/- (Rupees Twenty Five Only) (the "**Offer Price**") per equity share payable in cash (the "**Offer**" of "**Open Offer**"), subject to the terms and conditions mentioned hereinafter.
- 2.2.3.** As on date of PA, the Target Company does not have partly paid-up equity shares. There are no outstanding warrants or option or similar instrument, convertible into equity shares at a later stage. No shares are subject to any lock-in obligations.
- 2.2.4.** The Acquirers will accept all the equity shares of PCL those that are tendered in valid form in terms of this Open Offer upto a maximum of 2,52,285 fully paid-up equity shares of Rs. 10/- each representing 25.01% of the total equity and voting share capital of the Target Company.
- 2.2.5.** Since the date of the PA to the date of this LOF, the Acquirers have not acquired any equity shares of PCL.
- 2.2.6.** No competitive bid has been received as on date of this LOF.
- 2.2.7.** This Offer is not conditional upon any minimum level of acceptance in terms of the regulation 19(1) of the SEBI (SAST) Regulations, and not a Competitive Bid in terms of the Regulation 20 the SEBI (SAST) Regulations.
- 2.2.8.** This Offer is not pursuant to any global acquisition resulting in an indirect acquisition of equity shares of the Target Company.
- 2.3 Object of the Offer:**
- 2.3.1** The prime object of the Open Offer is to acquire substantial acquisition of shares/voting rights accompanied with the change in control and management of the Target Company.
- 2.3.2** This Open Offer is for acquisition of 25.01% of total equity and voting share capital of the Target Company. After the completion of this Open Offer and pursuant to transfer of equity shares so acquired under SPA, the Acquirers shall hold the majority of the Equity Shares by virtue of which they shall be in a position to exercise effective management and control over the Target Company.
- 2.3.3** Subject to satisfaction of the provisions under the Companies Act, 1956/ 2013, whichever applicable, the SEBI (SAST) Regulations and/ or any other Regulation(s), the Acquirers intend to control & make changes in the management of PCL.
- 2.3.4** The prime object of the Offer is to acquire substantial stake and change the control and management of the Target Company. The Acquirers propose to continue and expand the existing business of the Target Company and may also diversify into other business with prior consent of the shareholders and in accordance with the laws applicable.
- 2.3.5** Pursuant to the acquisition of the Equity Shares under the Offer, the Acquirers currently does not have any intention to undertake any restructuring or alienate, whether by way of sale, lease, encumbrance or otherwise, any material assets of the Target Company, other than in the ordinary course of business, for a period of two years following the completion of the Offer. The Acquirers further undertakes that in the event such alienation of assets of the Target Company or its subsidiaries is required, such alienation shall not be undertaken without a special resolution passed by shareholders of the Target Company, by way of a postal ballot, wherein the notice for such postal ballot shall, inter alia, contain reasons as to why such alienation is necessary in compliance with Regulation 25(2) of SEBI (SAST) Regulations 2011.

3. BACKGROUND OF THE ACQUIRERS:

3.1. M/s. Poddar Global Private Limited ('PGPL')

3.1.1. Poddar Global Private Limited (CIN: U74899DL1995PTC065141) was incorporated on 7th February 1995 with the Registrar of Companies, N.C.T of Delhi and Haryana in the name of Poddar Distributors Private Limited. The name was changed to Poddar Global Private Limited and fresh certificate of incorporation was issued by the Registrar of Companies on 3rd September, 1996. The name of PGPL was again changed to Poddar Global Limited and fresh certificate of incorporation consequent upon conversion into Public Limited Company was issued by the Registrar of Companies on 9th February 1999. The name of PGPL was lastly changed to the current name and fresh certificate of incorporation pursuant to conversion to private limited company was issued by the Registrar of Companies on 26th October 2015. The registered office of PGPL is situated at 20, Engineers Enclave, 2nd floor, Harsh Vihar Crossing, Pitampura, Delhi – 110034, Tel: (011) 27016534/35, Fax: (011) 27016536, Email: info@poddarglobal.in.

3.1.2. PGPL is a Supply Chain Logistic Company specializing in Newsprint and Paper Products having own Supply Chain, Warehouses and Paper Conversion facility and supplies Standard Newsprint and other Publication paper to majority of Indian Newspapers and Magazines.

3.1.3. The key shareholders and Promoters of PGPL are Mr. Sunil Kumar Poddar, Mrs. Sandeepa Poddar, Mrs. Ratni Devi Poddar, Sunil Kumar Poddar (HUF), RKP Services Private Limited, Urvi Poddar Trust and Master Umang Trust. The shares of PGPL are not listed on any stock exchanges as of the date of this DPS.

3.1.4. PGPL does not belong to any group.

3.1.3. The shareholding pattern of M/s. Poddar Global Private Limited is given below:

Sr. No	Shareholder's Category	No. and Percentage of shares held
1	Promoters	16,38,330 (100%)
2	FII/ Mutual –Funds/FIs/ Banks	-
3	Public	-
	Total Paid Up Capital	16,38,330

3.1.4. The name, address and DIN of the Board of Directors of M/s. Poddar Global Private Limited is given below:

Sr. No	Name and Designation	Address	Qualification and Experience	Date of appointment	DIN
1	Sunil Kumar Poddar (Director)	2A-206, Rang Rasayan Apartments, Sector -13, Rohini, Delhi - 110085	Qualification: B. Com Experience: more than 25 years in newsprint and supply chain logistical industry	07.02.1995	00520623
2	Sandeepa Poddar (Director)	2A-206, Rang Rasayan Apartments, Sector -13, Rohini, Delhi - 110085	Qualification: Under Graduate. Experience: More than 20 years in HRD and office administration.	07.02.1995	00486258

3.1.5. The consolidated Financial details of M/s. Poddar Global Private Limited as per the audited accounts for the last three financial years ended 31st March, 2013, 31st March, 2014 and 31st March, 2015 and unaudited consolidated Certified Accounts for the Six months period ended 30th September, 2015 are as follows:

Profit & Loss Statement

(Rs. in Lacs)

Particulars	31 st March 2013 (Audited)	31 st March 2014 (Audited)	31 st March 2015 (Audited)	30 th September, 2015 (certified & Un-audited)
Income from Operations	26826.72	32077.58	47081.45	21725.13
Other Income	276.78	274.12	390.27	165.77
Total Income	27103.50	32351.70	47471.72	21890.90
Total Expenditure	25311.08	29928.45	44784.73	20523.04
Profit/ (Loss) before Interest, Depreciation and Tax	1792.42	2423.25	2686.99	1367.86
Depreciation	57.99	63.91	81.71	48.76
Interest	606.49	925.49	1024.23	557.05
Profit/ (Loss) before Tax	1127.94	1433.85	1581.05	762.05
Provision for Tax (including fringe benefit tax)	33.95	40.75	65.11	37.00
Profit/ (Loss) after tax	1093.99	1393.10	1515.94	725.05

Balance Sheet**(Rs. in Lacs)**

Particulars	31 st March 2013 (Audited)	31 st March 2014 (Audited)	31 st March 2015 (Audited)	30 th September, 2015 (certified & Un-audited)
Sources of funds				
Paid-up Share Capital	150.76	151.30	163.83	163.83
Reserves & Surplus (excluding revaluation reserves and capital reserves)	6641.10	8452.17	10442.19	11167.24
Less:- Miscellaneous Expenditure not written off	-	-	-	-
Net Worth	6791.86	8603.47	10606.02	11331.07
Currency Validation Reserve	-	-	486.97	984.20
Share Application Money	58.06	-	-	-
Revaluation Reserve	2129.52	2129.52	2129.52	2129.52
Non Current Liabilities	15.26	15.22	30.33	30.33
Total	8994.70	10748.21	13252.84	14475.12
Uses of funds				
Net Fixed Assets	3181.10	4011.88	4178.31	4427.49
Non- Current Investments	836.78	922.92	962.99	1014.13
Net Current Assets	4976.82	5813.41	8111.54	9033.50
Total	8994.70	10748.21	13252.84	14475.12

Other Financial Data

Particulars	31 st March 2013 (Audited)	31 st March 2014 (Audited)	31 st March 2015 (Audited)	30 th September, 2015 (certified & Un-audited)
Dividend (%)	-	-	-	-
Earnings Per Share (Rs.)	72.57	92.08	92.53	44.26
Return on Net worth (%)	16.12	16.19	14.29	6.40
Book Value Per Share (Rs.)	450.51	568.64	647.38	691.64

Note:

- (i) EPS = Profit after tax / number of outstanding equity shares at the close of the year/ period.
(ii) Return on Net Worth = Profit after Tax / Net Worth
(iii) Book Value per Share = Net Worth / No. of equity shares

3.1.6. There are no major contingent liabilities as on date of M/s. Poddar Global Private Limited.

3.2. Mr. Sunil Kumar Poddar

3.2.1. Mr. Sunil Kumar Poddar, S/o of Late Shri Ram Karan Poddar; aged about 49 years is residing at 2A-206, Rang Rasayan Apartments, Sector - 13, Rohini, Delhi - 110085, Tel: (011)- 27016535/34, email: sunil.poddar@poddarglobal.in. Mr. Sunil Kumar Poddar is a commerce graduate from the University of Calcutta having an experience of more than 25 years in newsprint and supply chain logistical industry.

3.2.2. Mr. Vinay Kumar Agrawal, proprietor of Agrawal Vinay & Associates, Chartered Accountants, having office at 114, M. J. Shopping Centre, 3-V, S. Block, Shakarpur, Delhi- 110 092; Tel. 011- 22500530; E-mail: agrawalvinay1@indiatimes.com, has certified vide its certificate dated 30th September, 2015 that the Networth of Mr. Sunil Kumar Poddar as on 30.09.2015 is Rs. 32,95,00,000 (Rupees Thirty Two Crores Ninety Five Lakhs Only).

3.2.3. Mr. Sunil Kumar Poddar doesn't hold directorship in any listed company. He is holding whole time directorship in Poddar Global Private Limited.

3.3. The Acquirers do not hold/ have acquired any equity shares/ voting rights of PCL as on date of the DPS.

3.4. The Acquirers have till date complied with the relevant provisions of Chapter V of the SEBI (SAST) Regulations, wherever applicable. Further, the Acquirers have undertaken to comply with the Regulations and complete the Offer formalities irrespective of the compliance or fulfillment or outcome of the Agreement and its related conditions.

3.5. The Acquirers undertake that they will not sell the equity shares of the Target Company held by them during the Offer period in terms of regulation 25(4) of the SEBI (SAST) Regulations.

3.6. The Acquirers have not entered into any formal agreement with regard to acquisition of equity shares under the Open Offer and are acting on informal understanding amongst themselves to acquire the shares in equal proportion.

- 3.7.** None of the Acquirers, have been prohibited by the SEBI from dealing in securities, in terms of directions issued under section 11B of the SEBI Act, 1992 as amended ("SEBI Act") or under any other regulation made under the SEBI Act.
- 3.8.** The Acquirers have undertaken that if they acquire any equity shares of the Target Company during the Offer Period, they shall inform CSE, the Target Company and the Manager to the Offer within 24 hours of the acquisition in compliance with regulation 18(6) of the SEBI (SAST) Regulations. Further, they have also undertaken that they will not acquire or sell any equity shares of the Target Company during the period between three working days prior to the commencement of the Tendering Period and until the closure of the Tendering Period as per regulation 18(6) of the SEBI (SAST) Regulations.

4. BACKGROUND OF THE TARGET COMPANY:

(The disclosure mentioned under this section has been sourced from information published by the Target Company or provided by the Target Company or publicly available sources)

- 4.1.** Prima Communications Limited ("PCL") was originally incorporated as a Public Limited Company on 8th March 1982 in the name of Niren Holdings Limited in the state of West Bengal and obtained the Certificate of Commencement of Business pursuant to Section 149(3) of the Companies Act, 1956 from the Registrar of Companies, West Bengal vide certificate dated 20th April 1982. The CIN of PCL is L65999WB1982PLC065038. The Registered Office of the PCL is presently situated at Pressman House, 10A Lee Road, Kolkata- 700 020, Tel. No.: (033) 40310810/0811; Fax- (033) 40310813, E-mail:primacomcommunicationsltd@gmail.com.
- 4.2.** The Authorised Share Capital of PCL is Rs. 500.00 Lakhs divided into 50,00,000 Equity Shares of Rs. 10/- each. The Issued, Subscribed & Paid-up Capital of the PCL is Rs. 100.86 Lakhs comprising of 10,08,600 equity shares of Rs. 10/- each. PCL has established its connectivity with both the National Securities Depositories Limited and Central Depositories Services (India) Limited. The ISIN of PCL is INE729B01014 & the marketable lot for equity share is 1 (One).
- 4.3.** The main object of the Target Company is to carry on the business of corporate, public and investor relations and advertising agents etc.
- 4.4.** As on date, the Target Company does not have any partly paid-up equity shares. There are no outstanding warrants or options or similar instruments, convertible into Equity Shares at a later stage. No shares are subject to any lock-in obligations.
- 4.5.** The equity shares of PCL are listed at The Calcutta Stock Exchange Limited ("CSE") only. The equity shares of PCL are infrequently traded on CSE within the meaning of definition "frequently traded shares" under regulation 2(1)(j) of the SEBI (SAST) Regulations.

- 4.6.** The Share Capital of the Target Company is as follows:

Paid up Equity Shares of Target Company	No. of Shares / Voting Rights	% of Shares / Voting Rights
Fully Paid-up Equity Shares	10,08,600	100%
Partly Paid-up Equity Shares	-	-
Total Paid-up Equity Shares	10,08,600	100%
Total Voting Rights in the Target Company	100%	100%

- 4.7.** As on the date of this LOF, the Board of Directors of PCL are as follows:

NAMES OF DIRECTORS	DESIGNATION	DIN NO.	DATE OF APPOINTMENT
Dr. Niren Chand Suchanti	Director	00909388	31.01.2001
Mr. Navin Chand Suchanti	Director	00273663	31.01.2001
Mr. Beni Gopal Pasari	Director	01972314	16.11.2009
Mrs. Pramina Suchanti	Director	00273736	31.03.2015

- 4.8.** There has been no merger / demerger or spin off involving PCL during the last 3 years.

4.9. Financial Information:

Brief audited financial information of the Target Company for the year ended 31.03.2013, 31.03.2014 and 31.03.2015 are as follows:

Profit & Loss Statement

(Rs. in Lacs)

Particulars	31st March 2013 (Audited)	31st March 2014 (Audited)	31st March 2015 (Audited)
Income from Operations	-	-	-
Other Income	3.58	6.16	97.95
Total Income	3.58	6.16	97.95
Total Expenditure	1.08	1.01	2.26
Profit/ (Loss) before Interest, Depreciation and Tax	2.50	5.15	95.69
Depreciation	0.27	0.27	0.26
Interest	-	-	-
Profit/ (Loss) before Tax	2.23	4.88	95.43
Provision for Tax (including fringe benefit tax)	-	-	18.00
Profit/ (Loss) after tax	2.23	4.88	77.43

Balance Sheet**(Rs. in Lacs)**

Particulars	31st March 2013 (Audited)	31st March 2014 (Audited)	31st March 2015 (Audited)
Sources of funds			
Paid-up Share Capital	84.05	84.05	100.86
Reserves & Surplus (excluding revaluation reserves and capital reserves)	105.01	109.89	170.51
Less:- Miscellaneous Expenditure not written off	-	-	-
Net Worth	189.06	193.94	271.37
Revaluation Reserve	41.79	40.57	39.36
Non Current Liabilities	-	-	-
Total	230.85	234.51	310.73
Uses of funds			
Net Fixed Assets	63.24	61.76	60.01
Non- Current Investments	169.55	174.43	252.14
Net Current Assets	(1.94)	(1.68)	(1.42)
Total	230.85	234.51	310.73

Other Financial Data

Particulars	31st March 2013 (Audited)	31st March 2014 (Audited)	31st March 2015 (Audited)
Dividend (%)	-	-	-
Earnings Per Share (Rs.)	0.26	0.58	7.68
Return on Net worth (%)	1.18%	2.52%	28.53%
Book Value Per Share (Rs.)	22.49	23.07	26.91

Note: (i) EPS = Profit after tax / number of outstanding equity shares at the close of the year.

(ii) Return on Net Worth = Profit after Tax / Net Worth.

(iii) Book Value per Share = Net Worth / No. of equity shares.

(iv) Source: Annual Audited Report

4.10. Statement of Unaudited Limited Reviewed Financial Results for the half year ended 30th September, 2015:

Sl. No.	Particulars	30th September (unaudited)
1	Income from Operations	0.00
	Total Income	0.00
2	Total Expenditure	
	a) Depreciation	0.00
	b) Other Expenditure	1.32
	Total	1.32
3	Profit from operations before other income	(1.32)
4	Other Income	4.93
5	Profit Before Tax (PBT)	3.61
6	Tax Expenses	
	a) Current Tax	0.00
7	Net Profit after Tax	3.61
10	Earnings per share (Rs. 10/-) Basic and Diluted	0.64

EQUITY AND LIABILITIES	As at 30 th September, 2015	ASSETS	As at 30 th September, 2015
1. Shareholders Fund		1. Non- Current Assets	
a. Share Capital	100.86	a. Fixed Assets	60.02
b. Reserves and Surplus (Incl. revaluation reserve)	213.35	b. Non- Current Investments	255.92
Total	314.21	Total	315.94
2. Non- Current Liabilities	0.00	2. Current assets	
3. Current Liabilities	4.06	a. Cash and cash equivalents	2.33
		b. Short term loans and advances	0.00
TOTAL EQUITY AND LIABILITIES	318.27	TOTAL-ASSETS	318.27

4.11 Pre and Post-Offer Shareholding Pattern of PCL (based on Issued, Subscribed & Paid-up Equity and Voting Share Capital) is as under:

Shareholders' Category	Share holding/voting rights prior to the SPA/ acquisition and Offer		Shares/voting rights agreed to be acquired which triggered off the SEBI (SAST) Regulations		Shares/voting rights to be acquired in Open Offer (assuming full acceptances)		Share holding/voting rights after Acquisition and Offer (A+B+C)	
	(A)		(B)		(C)		(D)	
	No. of shares	%	No. of shares	%	No. of shares	%	No. of shares	%
1. Promoter Group:								
(a) Parties to the Agreement:								
- Dr. Niren Chand Suchanti	84,028	8.33%	(84,028)	(8.33%)				
- Mrs. Sujata Suchanti	2,94,128	29.16%	(2,94,128)	(29.16%)				
- Mr. Navin Chand Suchanti	3,21,888	31.92%	(3,21,888)	(31.92%)				
- Mrs. Pramina Suchanti	56,271	5.58%	(56,271)	(5.58%)				
(b) Promoters other than (a) above	-	-	-	-	-	-	-	-
Total 1 (a+b)					-	-	-	-
2. Acquirers & Persons Acting in Concerts (PACs):								
(i) Acquirers:								
- Mr. Sunil Kumar Poddar	-	-	2,37,187	23.52%	1,26,142	12.50%	3,63,329	36.02%
- M/s. Poddar Global Private Limited	-	-	5,19,128	51.47%	1,26,143	12.51%	6,45,271	63.98%
Total 2								
3. Parties to Agreement other than 1(a) & 2	-	-	-	-	-	-	-	-
Total 3	-	-	-	-	-	-	-	-
4. Public (other than Parties to Agreement and Acquirers)								
a. FIs/MFs/FIIs/Banks/SFIs:	-	-	-	-				
b. Others:	2,52,285	25.01%	-	-				
Total No. of Shareholders in Public Category i.e. 501, Total (4) (a+b)			-	-	(2,52,285)	(25.01%)	-	-
GRANDTOTAL (1+2+3+4)	10,08,600	100.00%	-	-	-	-	10,08,600	100.00%

5. OFFER PRICE & FINANCIAL ARRANGEMENTS:

5.1. Justification of Offer Price:

5.1.1. The equity shares of the Target Company are listed at the CSE only. The Scrip Code of PCL is "26196" on the CSE. The marketable lot for equity share is 1 (One). This acquisition of shares is direct acquisition as per the regulation 3(1) and 4 of the SEBI (SAST) Regulations.

5.1.2. Since there has been no trading in the equity shares of the Target Company on the CSE for last many years, the equity shares of the Target Company are not frequently traded within the meaning of the definition "frequently traded shares" under regulation 2(1)(j) of the SEBI (SAST) Regulations and therefore the Offer Price has been determined taking into account the parameters as set out under regulation 8 (2) of the SEBI (SAST) Regulations, as under:

Sr. No.	Particulars	Price (In Rs. per share)
1.	Negotiated Price under the SPA	25/-
2.	The Volume- Weighted Average Price paid or payable for acquisitions by the Acquirers during fifty- two (52) weeks immediately preceding the date of PA	Not Applicable
3.	Highest price paid or payable for acquisitions by the Acquirers during twenty-six (26) weeks immediately preceding the date of PA	Not Applicable
4.	The Volume-Weighted Average Market Price of shares for a period of sixty (60) trading days immediately preceding the date of the PA as traded on the Stock Exchange where the maximum volume of trading in the shares of the Target Company are recorded during such period	Not Applicable
5.	Other Financial Parameters as at 31st March, 2015:	

	Return on Net Worth (%)	28.53%
	Book Value Per Share	26.91
	Earnings Per Share	7.68

Mr. Rohit Kejriwal, Proprietor of R N M & Associates, Chartered Accountants, (Firm Registration No. 016682C & Membership No. 305751), having office at 41, B.B. Ganguly Street, 5th Floor, Room No. 5F, Kolkata- 700 012, contact no. 033 40705052 E-Mail id: associatesrnm@gmail.com vide their certificate dated 15.01.2016 has stated that the fair value of the equity shares of Target Company is Rs. 18.28 per equity share.

In view of the parameters considered and presented in the table above, in the opinion of the Acquirers and Manager to the Offer, the Offer Price of Rs. 25/- per equity share is justified in terms of regulation 8 (2) of the SEBI (SAST) Regulations.

- 5.1.3.** There have been no corporate actions in the Target Company warranting adjustment of relevant price parameters.
- 5.1.4.** As on date of this DLOF there is no revision in Open Offer price or Open Offer size. In case of any revision in the Open Offer price or Offer Size, the Acquirers shall comply with regulation 18 of the SEBI (SAST) Regulations and all other applicable provisions of the SEBI (SAST) Regulations.
- 5.1.5.** If there is any revision in the Offer Price on account of future purchases / competing offers, it will be done only up to the period prior to three (3) working days before the date of commencement of the tendering period and would be notified to shareholders.

5.2. Financial arrangements:

- 5.2.1** The maximum consideration payable by the Acquirers to acquire 2,52,285 fully paid-up equity shares at the Offer Price of Rs. 25/- (Rupees Twenty Five Only) per equity share, assuming full acceptance of the Offer would be Rs. 63,07,125 (Rupees Sixty Three Lakhs Seven Thousand One Hundred and Twenty Five Only).
- 5.2.2** As on the date of PA, the Acquirers have adequate financial resources and have made firm financial arrangements for the implementation of the Offer in full out of their own sources/ net worth and no borrowings from any Bank and/ or Financial Institutions are envisaged. Mr. Rohit Kejriwal, Proprietor of R N M & Associates, Chartered Accountants, (Firm Registration No. 016682C & Membership No. 305751), having office at 41, B.B. Ganguly Street, 5th Floor, Room No. 5F, Kolkata- 700 012, Tel (033) 40705052, E-Mail id: associatesrnm@gmail.com has certified vide their certificate dated 15.01.2016 that sufficient resources are available with the Acquirers for fulfilling the obligations under this "Offer" in full.
- 5.2.3** In accordance with Regulation 17 of the SEBI (SAST) Regulations, the Acquirers have opened an Escrow Account under the name and style of "PCL- Open Offer Escrow Account" with HDFC Bank Limited, Central Plaza, 2/6, Sarat Bose Road, Kolkata-700 020 ("**Escrow Banker**") and made therein a cash deposit of Rs. 16,00,000/- (Rupees Sixteen Lakhs Only) being more than 25% of the total consideration payable in the Open Offer, assuming full acceptance.
- 5.2.4** The Acquirers have authorized the Manager to the Offer to realize the value of the Escrow Account in terms of the SEBI (SAST) Regulations.
- 5.2.5** Based on the aforesaid financial arrangements and on the confirmations received from the Escrow Banker and the Chartered Accountant, the Manager to the Offer is satisfied about the ability of the Acquirers to implement the Offer in accordance with the SEBI (SAST) Regulations. The Manager to the Offer confirms that the firm arrangement for the funds and money for payment through verifiable means are in place to fulfill the Offer obligations.

6. TERMS AND CONDITIONS OF THE OFFER:

- 6.1.** The Letter of Offer along with Form of Acceptance cum Acknowledgement will be mailed to all those shareholders of PCL (except the parties to the SPA) whose name appear on the Register of Members, at the close of business hours on 25.02.2016 ("**Identified Date**").
- 6.2.** All owners of the shares, Registered or Unregistered (except the parties to the SPA) who own the shares any time prior to the Closing of the Offer are eligible to participate in the Offer as per the procedure set out in Para 7 below. Eligible persons can participate in the Offer by offering their shareholding in whole or in part. No indemnity is required from the unregistered owners.
- 6.3.** The Letter of Offer will be dispatched to all the eligible shareholders of the Target Company as of the Identified Date. While it would be ensured that the Letter of Offer is dispatched by the due date to all the eligible shareholders as on the Identified Date, non-receipt of this Letter of Offer by any member entitled to this Open Offer shall not invalidate the Open Offer in any manner whatsoever.
- 6.4.** Subject to the conditions governing this Offer, as mentioned in the LOF, the acceptance of this Offer by the shareholder(s) must be absolute and unqualified. Any acceptance to the Offer, which is conditional or incomplete, is liable to be rejected without assigning any reason whatsoever.

6.5. Locked-in Shares:

There are no locked-in shares in PCL.

6.6. Eligibility for accepting the Offer:

The Offer is made to all the public shareholders (except the parties to the SPA) whose names appeared in the register of shareholders on 25.02.2016 at the close of the business hours on 25.02.2016 and also to those persons who own shares any time prior to the closure of the Offer, but are not registered shareholders(s).

6.7. Statutory Approvals and conditions of the Offer:

- 6.7.1. As on the date of Public Announcement, to the best of the Acquirers' knowledge, the approvals from Banks / Financial Institutions is not required for this offer.
- 6.7.2. As on the date of Public Announcement, to the best of the Acquirers' knowledge, no other statutory approvals are required to be obtained for the purpose of this Offer.
- 6.7.3. The Offer would be subject to all other statutory approvals that may become applicable at a later date before the completion of Offer.
- 6.7.4. If the holders of the Equity Shares who are not persons resident in India (including non-resident Indians ("NRIs"), overseas corporate body ("OCB"), and foreign institutional investors ("FIIs") had required any approvals (including from the Reserve Bank of India ("RBI"), the Foreign Investment Promotion Board ("FIPB") or any other regulatory body) in respect of the Equity Shares held by them, they will be required to submit such previous approvals, that they would have obtained for holding the Equity Shares, to tender the Equity Shares held by them in this Offer, along with the other documents required to be tendered to accept this Offer. In the event such approvals are not submitted, the Acquirers reserves the right to reject such Equity Shares tendered in this Offer. It is clarified that NRI, OCB or any other non-resident holders of Equity Shares, if any, must obtain all approvals required, if any, to tender the Equity Shares held by them pursuant to this Offer (including without limitation, the approval from the RBI) and submit such approvals, along with the other documents required in terms of the Letter of Offer, and provide such other consents, documents and confirmations as may be required to enable the Acquirers to purchase the Equity Shares so tendered.

6.7.1. No approval is required from any bank or financial institutions for this Offer.

6.7.2. The instructions and provisions contained in Form of Acceptance constitute an integral part of the terms of this Offer.

7. PROCEDURE FOR ACCEPTANCE AND SETTLEMENT:

- 7.1.** The Open offer will be implemented by the Acquirers through Stock Exchange Mechanism made available by the Stock Exchanges in the form of separate window ("Acquisition Window") as provided under the SEBI (SAST) Regulations and SEBI circular CIR/CFD/POLICY/CELL/1/2015 dated April 13, 2015 issued by SEBI.
- 7.2.** BSE Limited ('BSE') shall be the Designated Stock Exchange for the purpose of tendering equity shares in the Open Offer.
- 7.3.** The facility for Acquisition of shares through Stock exchange Mechanism pursuant to an Open Offer shall be available on the BSE in the form of Separate Window ("Acquisition Window").
- 7.4.** The Acquirers have appointed JRK Stock Broking Pvt. Ltd. ('Buying Broker') for the open offer through whom the purchases and settlement of the Offer Shares tendered under the Open Offer shall be made. The contact details of the buying broker are as mentioned below:

Name: **JRK Stock Broking Pvt Ltd**

Address: Tobacco House, 1 Old Court House Corner, 3rd Floor, Room No 301, Kolkata – 700 001.

Tel No. 033-40174777, Fax No. 033-40174700, Email Id :INFO@JRKGROUP.IN

Contact Person: Mr. Birendra Kumar Jain

- 7.5.** All the shareholders who desire to tender their equity shares under the Open Offer will have to intimate their respective stock brokers ("Selling Brokers") within the normal trading hours of the Secondary Market, during the Tendering period.
- 7.6.** A separate Acquisition Window will be provided by the BSE to facilitate placing of sell orders. The Selling broker can enter orders for dematerialized as well as physical Equity shares.
- 7.7.** The cumulative quantity tendered shall be displayed on the Exchange website through out the trading session at specific intervals by the Stock Exchange during the Tendering period.
- 7.8.** Shareholders can tender their shares only through a Broker with whom the shareholder is registered as client.

7.9. Procedure for tendering shares held in Dematerialized Form.

- a) The Equity shareholders who are holding the equity shares in demat form and who desire to tender their Equity shares in this offer shall approach their broker indicating to their broker the details of equity shares they intend to tender in Open Offer.
- b) The Selling Broker shall provide early pay-in of demat shares (except for custodian participant orders) to the Clearing Corporation before placing the orders and the same shall be validated at the time of order entry.
- c) For custodian participant, orders for Demat equity Shares early pay-in is mandatory prior to confirmation of order by the custodian. The custodians shall either confirm or reject orders not later than close of trading hours on the last day of the Offer period. Thereafter, all unconfirmed orders shall be deemed to be rejected.

- d) The details of settlement number for early pay-in of Equity Shares shall be informed in the issue opening circular that will be issued by the Stock Exchanges/ Clearing Corporation, before the opening of the Offer.
- e) Upon placing the order, the Selling Broker(s) shall provide transaction registration slip ("TRS") generated by the Exchange bidding system to the shareholder. TRS will contain details of order submitted like Bid ID No., DP ID, Client ID, No. of equity shares tendered etc.
- f) The shareholders will have to ensure that they keep the depository participant ("DP") account active and unblocked to receive credit in case of return of Equity Shares due to rejection or due to prorated Open Offer.

The shareholders holding Equity shares in demat mode are not required to fill any Form of Acceptance-cum-Acknowledgement. The shareholders are advised to retain the acknowledged copy of the DIS and the TRS till the completion of Offer Period.

7.10. Procedure to be followed by the registered Shareholders holding Equity Shares in physical form:

- a) Shareholders who are holding physical equity shares and intend to participate in the offer will be required to approach their respective Selling Broker alongwith the complete set of documents for verification procedures to be carried out including the:
 - i. The form of Acceptance-cum-Acknowledgement duly signed (by all equity Shareholders in case shares are in joint names) in the same order in which they hold the Equity Shares;
 - ii. Original Share Certificates;
 - iii. Valid shares transfer form(s) duly filled and signed by the transferors (i.e., by all registered Shareholders in same order and as per the specimen signatures registered with the Target Company and duly witnessed at the appropriate place authorizing the transfer in favor of the Acquirers;
 - iv. Self-attested copy of the Shareholder's PAN card;
 - v. Any other Relevant documents such as (but not limited to):
 - Duly attested power of attorney if any person other than the equity shareholder has signed the relevant Form of Acceptance-cum-Acknowledgement;
 - Notarized Copy of death Certificate/ succession certificate or probated will, if the original Shareholder has deceased;
 - Necessary corporate authorizations, such as Board Resolutions etc, in case of companies.
 - vi. In addition to the above, if the address of the Shareholders has undergone a change from the address registered in the register of members of the Target Company, the Shareholder would be required to submit a self-attested copy of address proof consisting of any one of the following documents: Valid Adhar Card, Voter Identity card or Passport.
- b) Selling Broker should place order on the Acquisition Window with the relevant details as mentioned on the physical share certificate(s). Upon placing the order, the Selling broker shall provide a TRS generated by the Exchange bidding system to the Shareholder. TRS will contain the details of order submitted like folio no., certificate no., distinctive no., no. of Equity shares tendered etc.
- c) After placement of order, as mentioned in paragraph 7.10(b), the Selling Broker must ensure delivery of the Form of Acceptance-cum-Acknowledgement, TRS, Original share certificate(s), valid share transfer form(s) and other documents (as mentioned in the paragraph 7.10(a)) either by registered post or courier or hand delivery to the Registrar to the Offer (at the address mentioned on the cover page not later than 2 (two) days from the Offer Closing Date (by 5 PM). The envelope should be superscripted as '**Prima Communications Limited- Open Offer**'. One copy of the TRS will be retained by the Registrar to the Offer and it will provide acknowledgement of the same to the Selling Broker.
- d) Shareholders holding physical Equity shares should note that the physical equity Shares will not be accepted unless the complete set of documents is submitted. Acceptance of the physical equity shares by the Acquirers shall be subjected to verification as per the SEBI (SAST) Regulations and any further directions issued in this regard. Registrar to the Offer will verify such orders based on the documents submitted on a daily basis and till such time the BSE shall display such orders as "unconfirmed physical Bids". Once, Registrar to the Offer confirms the order it will be treated as "Confirmed Bids".
- e) In case any person has submitted Equity shares in physical form for dematerialization, such shareholders should ensure that the process of getting the equity shares dematerialized is completed well in time so that they can participate in the offer before the Offer Closing Date.

7.11. Modification/Cancellation of orders will not be allowed during the period the Offer is open.

7.12. The cumulative quantity tenderd shall be made available on the website of the BSE throughout the trading session and will be updated at specific intervals during the tendering period

7.13. Procedure for Tendering the Shares in case of Non-Receipt of this Letter of Offer:

Persons who have acquired equity shares but whose names do not appear in the register of members of the Target Company on the Identified date, or those who have not received the letter of offer, may also participate in this Offer. A shareholder may participate in the Offer by approaching their broker and tender Equity shares in the Open Offer as per the procedure mentioned in this Letter of Offer or in the Form of Acceptance-cum-Acknowledgement. The Letter of Offer along with Form of Acceptance-cum-Acknowledgement will be dispatched to all the eligible shareholders of the Target Company as on the Identified date. In case of non-receipt of this Letter of Offer, such eligible shareholders of the Target Company may download the same from the SEBI website (www.sebi.gov.in) or BSE website (www.bseindia.com) or Merchant Banker website (www.vccorporate.com) or obtain a copy of the same from the Registrar to the Offer on providing suitable documentary evidence of holding of the Equity shares of the Target Company. Alternatively in case of non-receipt of this Letter of Offer, shareholders holding shares may participate in the Offer by providing their application in plain paper in writing signed by all shareholder, stating name, address, number of shares held, client Id number, DP name, DP ID number, number of shares tendered and other relevant documents such as physical share certificates and Form SH-4 in case of shares being held in physical form. Such Shareholders have to ensure that their order is entered in the electronic platform to be made available by the BSE before the closure of the Offer.

7.14. Non- receipt of this Letter of Offer by, or accidental omission to dispatch this Letter of Offer to any shareholder, does not validate the Offer in any way.

7.15. The acceptance of the Offer made by the Acquirers is entirely at the discretion of the shareholders of the Target Company. The Acquirers does not accept any responsibility for the decision of any Shareholder to either participate or to not participate in this Offer. The Acquirers will not be responsible in any manner for any loss of share certificate(s) and other documents during transit and the shareholders are advised to adequately safeguard their interest in this regard.

7.16. Acceptance of Equity Shares

Registrar to the Offer shall provide details of order acceptance to Clearing Corporation within specified timelines. In the event that the number of Equity Shares (including demat Equity Shares, physical Equity Shares and locked-in Equity Shares) validly tendered by the Shareholders under this Offer is more than the number of Offer Shares, the Acquirers shall accept those Equity Shares validly tendered by the Shareholders on a proportionate basis in consultation with the Manager, taking care to ensure that the basis of acceptance is decided in a fair and equitable manner and does not result in non-marketable lots, provided that acquisition of Equity Shares from a Shareholder shall not be less than the minimum marketable lot.

7.17. Settlement Process

- a. On closure of the Offer, reconciliation for acceptances shall be conducted by the Manager to the Offer and the Registrar to the Offer and the final list shall be provided to the Stock Exchange to facilitate settlement on the basis of Shares transferred to the Clearing Corporation. The settlement of trades shall be carried out in the manner similar to settlement of trades in the secondary market. Selling Brokers should use the settlement number to be provided by the Clearing Corporation to transfer the shares in favor of Clearing Corporation.
- b. The shares shall be directly credited to the pool account of the Buying Broker. For the same, the existing facility of client direct pay-out in the capital market segment shall be available. Once the basis of acceptance is finalised, the Clearing Corporation would facilitate clearing and settlement of trades by transferring the required number of shares to the pool account of the Buying Broker. In case of partial or non-acceptance of orders or excess pay-in, demat Shares shall be released to the securities pool account of the Selling Broker / custodian, post which, the Selling Broker would then issue contract note for the shares accepted and return the balance shares to the Shareholders. Any excess physical Equity Shares, to the extent tendered but not accepted, will be returned to the Shareholder(s) directly by Registrar to the Offer.

7.18. Settlement of Funds/ Payment Consideration

The settlement of fund obligation for demats and physical Equity Shares shall be effected through existing settlement accounts of Selling Broker. The payment will be made to the Buying Broker for settlement. For Equity Shares accepted under the Open Offer, the Selling Broker / Custodian Participant will receive funds payout in their settlement bank account. The Selling Brokers / Custodian participants would pay the consideration to their respective clients. The funds received from Buying Broker by the Clearing Corporation will be released to the Selling Broker(s) as per secondary market pay-out mechanism. Shareholders who intend to participate in the Offer should consult their respective Selling Broker for payment to them of any cost, charges and expenses (including brokerage) that may be levied by the Selling Broker upon the selling Shareholders for tendering Equity Shares in the Offer (secondary market transaction). The consideration received by the selling Shareholders from their respective Selling Broker, in respect of accepted Equity Shares, could be net of such costs, charges and expenses (including brokerage) and the Acquirers accepts no responsibility to bear or pay such additional cost, charges and expenses (including brokerage) incurred solely by the selling Shareholder. In case of delay in receipt of any statutory approval(s), SEBI has the power to grant extension of time to Acquirers for payment of consideration to the shareholders of the Target Company who have accepted the Open Offer within such period, subject to Acquirers agreeing to pay interest for the delayed period if directed by SEBI in terms of Regulation 18 (11) of the SEBI (SAST) Regulations, 2011.

8. DOCUMENTS FOR INSPECTION:

Copies of the following documents will be available for inspection at the Registered office of the Manager to the Offer, M/s. VC Corporate Advisors Private Limited at 31, Ganesh Chandra Avenue, 2nd Floor, Suite No.-2C, Kolkata-700 013 on any working day between 10.00 a.m. and 2.00 p.m. during the period the Offer is open i.e., from 14.03.2016 to 29.03.2016.

- i) Memorandum & Articles of Association of PCL along with its Certificate of Incorporation.

- ii) Audited Annual Reports of PCL for the financial year ended 31.03.2013, 31.03.2014 and 31.03.2015.
- iii) Certificate from Mr. Vinay Kumar Agrawal, proprietor of Agrawal Vinay & Associates, Chartered Accountants, having office at 114, M. J. Shopping Centre, 3-V, S. Block, Shakarpur, Delhi- 110 092; Tel. 011- 22500530; E-mail: agrawalvinay1@indiatimes.com, has certified vide its certificate dated 30th September, 2015 that the Networth of Mr. Sunil Kumar Poddar as on 30.09.2015 is Rs. 32,95,00,000 (Rupees Thirty Two Crores Ninety Five Lakhs Only).
- iv) Certificate from Mr. Rohit Kejriwal, Proprietor of R N M & Associates, Chartered Accountants, (Firm Registration No. 016682C & Membership No. 305751), having office at 41, B.B. Ganguly Street, 5th Floor, Room No. 5F, Kolkata- 700 012, Tel (033) 40705052, E-Mail id: associatesrnm@gmail.com has certified vide their certificate dated 15.01.2016 that sufficient resources are available with the Acquirers for fulfilling the obligations under this "Offer" in full.
- v) Certificate from Mr. Rohit Kejriwal, Proprietor of R N M & Associates, Chartered Accountants, (Firm Registration No. 016682C & Membership No. 305751), having office at 41, B.B. Ganguly Street, 5th Floor, Room No. 5F, Kolkata- 700 012, contact no. 033 40705052, E-Mail id: associatesrnm@gmail.com vide their certificate dated 15.01.2016 has stated that the fair value of the equity shares of Target Company.
- vi) Copy of the letter received from HDFC Bank Limited dated 19.01.2016 confirming the required amount kept in the escrow account and marked lien in favour of Manager to the Offer.
- vii) The copy of Share Purchase Agreement dated 15.01.2016 between the Sellers and the Acquirers, which triggered the Open Offer.
- viii) Copy of the Memorandum of Understanding between the Acquirers & the Manager to the Offer, dated 15.01.2016.
- ix) Copy of the recommendations dated 09.03.2016 made by the Committee of Independent Director of the Target Company.
- x) Copy of the Public Announcement dated 15.01.2016 and published copy of the Detailed Public Statement dated 22.01.2016 and Issue Opening Public Announcement dated 11.03.2016.
- xi) Copy of SEBI Observation letter no. SEBI/HO/CFD/DCR2/P/2016/5313/1 dated 25.02.2016.

9. DECLARATION BY THE ACQUIRERS:

In accordance with the regulation 25(3) of the SEBI (SAST) Regulations, the Acquirers accept full responsibility jointly and severally for the information contained in the Public Announcement & Detailed Public Statement and also for the obligations of the Acquirers laid down in the SEBI (SAST) Regulations and the Acquirers would be responsible for ensuring compliance with the SEBI (SAST) Regulations.

ON BEHALF OF THE ACQUIRERS

Sd/- Sunil Kumar Poddar	For Poddar Global Private Limited Sd/- (Sunil Kumar Poddar) (Director)
Place : Kolkata	Date : 03.03.2015

FORM OF ACCEPTANCE CUM ACKNOWLEDGEMENT

(In case of physical shares only)

(All terms and expressions used herein shall have the same meaning as described thereto in the Letter of Offer)

(Please send this form of acceptance with enclosures to the Registrar to the Offer)

To,
The Acquirer
C/o, Niche Technologies Pvt. Ltd.,
D-511, Bagree Market, 71,
B R B Basu Road, Block 'C',
Kolkata- 700 001
From:

Date:

OFFER	
Opens on	March 14, 2016, Monday
Closes on	March 29, 2016, Tuesday

FOR OFFICE USE ONLY	
Acceptance Number	
Number of Equity shares offered	
Number of Equity shares accepted	
Purchase Consideration (Rs.)	

Subject: Open Offer by Mr. Sunil Kumar Poddar, residing at 2A-206, Rang Rasayan Apartments, Sector -13, Rohini, Delhi - 110085 and M/s. Poddar Global Private Limited a Company registered under the Companies Act, 1956 having its registered Office at 20, Engineers Enclave, 2nd floor, Harsh Vihar Crossing, Pitampura, Delhi – 110034 (hereinafter collectively referred to as "The Acquirers ") to the shareholders of M/s. Prima Communications Limited ("Target Company" or "PCL") to acquire from them 2,52,285 equity shares of Rs. 10/- each representing 25.01% of the total equity and voting share capital of PCL @ Rs. 25/- per fully paid-up equity share.

Dear Sir,

I/We refer to the Letter of Offer dated 03.03.2016 for acquiring the equity shares held by me/us in Prima Communications Limited.

I/We, the undersigned have read the Letter of Offer, understood its contents including the terms and conditions as mentioned therein and unconditionally agree to such terms and conditions.

I/We, unconditionally Offer to tender shares to the Acquirers the following equity shares in PCL held by me/us at a price of Rs. 25/- (Twenty Five Only) per equity shares.

1. I/We enclose the original share certificate(s) in respect of my/our equity shares as detailed below (please enclose additional sheet(s) if required).

Ledger Folio No.	Number of Share Certificates attached :	Representing	equity shares
Number of equity shares held in PCL		Number of equity shares offered	
In Figures	In Words	In Figures	In Words

Sr. No.	Share Certificate no.	Distinctive Nos.		No. of equity shares
		From	To	
1				
2				
3				
Total No. of Equity Shares				

- I/We also note and understand that the Acquirers will pay the purchase consideration only after verification of the documents and signatures.
- I/We also note and understand that the shares/original Share Certificate(s) and Transfer Deed (s) will be held by the Registrar to the offer in trust for me /us till the date the Acquirers make payment of consideration or the date by which shares/Original Share certificate(s), Transfer Deed(s) and other documents are dispatched to the shareholders, as the case may be.
- I/We also note that that the shares would reside with the Registrar to the Offer until the time the Acquirers accept the Share Certificates and makes the payment of the purchase consideration as mentioned in the Letter of Offer.
- I/We confirm that the equity shares of PCL, which are being tendered herewith by me/us under this Offer, are free from liens, charges and encumbrances of any kind whatsoever.
- I/We authorize the Acquirers to accept the shares so offered which they may decide to accept in consultation with the Manager to the Offer and in terms of the Letter of Offer and I/We further authorize the Acquirers to return to me/us, equity share certificate(s) in respect of which the offer is not found valid/not accepted.
- I/We authorize the Acquirers to accept the Shares so offered or such lesser number of Shares that they may decide to accept in terms of the Letter of Offer and I/We authorize the Acquirers to split / consolidate the share certificates comprising the Shares that are not acquired to be returned to me/us and for the aforesaid purposes the Acquirers are hereby authorized to do all such things and execute such documents as may be found necessary and expedient for the purpose.
- I/We undertake to execute such further document(s) and give such further assurance(s) as may be required or expedient to give effect to my /our agreeing to tender the said equity shares.
- The Permanent Account Number (PAN/GIR No.) allotted under the Income Tax Act 1961, is as under:

	1 st Shareholder	2 nd Shareholder	3 rd Shareholder
PAN No.			

Yours faithfully,
Signed and Delivered

	Full Names (s) of the holders	Address & Telephone No.	Signature
First/Sole Holder			
Joint Holder 1			
Joint Holder 2			
Joint Holder 3			

Note: In case of joint holdings all must sign. Enclose duly attested power of attorney if any person apart from the shareholder has signed acceptance form or transfer deed(s). A corporation must affix its common seal and enclose necessary certified corporate authorizations. Non-resident shareholders with repatriable benefits must enclose appropriate documentation.

Place:

Date:

INSTRUCTIONS

- i. Please read the enclosed Letter of Offer carefully before filling-up this Form of Acceptance cum Acknowledgement.
- ii. The Form of Acceptance cum Acknowledgement should be filled-up in English only.
- iii. Signature(s) other than in English, Hindi, and thumb impressions must be attested by a Notary Public under his Official Seal.
- iv. **Mode of tendering the Equity Shares Pursuant to the Offer:**
 - (i) The acceptance of the Offer made by the Acquirers is entirely at the discretion of the equity shareholder of PCL.
 - (ii) Shareholders of PCL to whom this Offer is being made, are free to Offer his / her / their shareholding in PCL for sale to the Acquirers, in whole or part, while tendering his / her / their equity shares in the Offer.

ACKNOWLEDGEMENT SLIP

SHARES IN PHYSICAL FORM

Open Offer by Mr. Sunil Kumar Poddar, residing at 2A-206, Rang Rasayan Apartments, Sector -13, Rohini, Delhi - 110085 and M/s. Poddar Global Private Limited a Company registered under the Companies Act, 1956 having its registered Office at 20, Engineers Enclave, 2nd floor, Harsh Vihar Crossing, Pitampura, Delhi – 110034 (hereinafter collectively referred to as “The Acquirers”) to the shareholders of M/s. Prima Communications Limited (“Target Company” or “PCL”) to acquire from them 2,52,285 equity shares of Rs. 10/- each representing 25.01% of the total equity and voting share capital of PCL @ Rs. 25/- per fully paid-up equity share.

Received from Mr. / Ms -----

Ledger Folio Number ----- Number of share Certificates enclosed ----- under the Letter of offer dated -----, Form of acceptance, Transfer Deed(s) and Original Share Certificate(s) as detailed hereunder:

Sr. No.	Share Certificate no.	Distinctive Nos.		No. of equity shares
		From	To	
1				
2				
3				
Total No. of Equity Shares				

Authorised Signatory

Stamp

Date:

Note: All Future correspondence, if any, should be addressed to Registrar to the Offer.

Niche Technologies Pvt. Ltd,
SEBI Regn. No: INR000003290
D-511, Bagree Market, 71, B R B Basu Road, Block ‘C’, Kolkata- 700 001
Contact Person: S.Abbas
Tel: 033 2234-3576, 2235-7270; **Fax:** 033 2215-6823
E-Mail: nichetechpl@nichetechpl.com