

**PUBLIC ANNOUNCEMENT UNDER REGULATION 15(1) OF THE SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF
M/S. PRIMA COMMUNICATIONS LIMITED ("PCL" / "TARGET COMPANY")**

OPEN OFFER FOR ACQUISITION OF 2,52,285 (TWO LAKHS FIFTY TWO THOUSAND TWO HUNDRED AND EIGHTY FIVE) EQUITY SHARES FROM SHAREHOLDERS OF PCL BY MR. SUNIL KUMAR PODDAR AND M/S. PODDAR GLOBAL PRIVATE LIMITED (HEREINAFTER COLLECTIVELY REFERRED TO AS "THE ACQUIRERS")

1. Offer details:

- **Offer Size:** This Open Offer is being made by the Acquirers for acquisition of 2,52,285 fully paid equity shares of Rs. 10/- each constituting 25.01% of the total paid-up equity and voting share capital of the Target Company.
- **Offer Price:** An Offer Price of Rs. 25/- (Rupees Twenty Five Only) per fully paid-up equity share (hereinafter referred to as the "Offer Price") will be offered for the equity shares tendered during the tendering period. Assuming full acceptance, the total consideration payable by the Acquirers, will be Rs. 63,07,125 (Rupees Sixty Three Lakhs Seven Thousand One Hundred and Twenty Five Only).
- **Mode of payment:** The entire consideration will be paid in cash, in accordance with the provisions of Regulation 9(1)(a) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations").
- **Type of Offer (Triggered Offer, Voluntary Offer/ Competing Offer etc.):** The Offer is a Triggered Offer made under Regulation 3(1) and Regulation 4 of the Regulations.

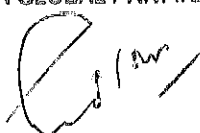
2. Transaction which has triggered the Open Offer obligations (Underlying Transaction):

DETAILS OF UNDERLYING TRANSACTION						
Type of Transaction (Direct/ Indirect)	Mode of Transaction (Agreement/ Allotment/ Market purchase)	Shares / Voting rights acquired/ proposed to be acquired		Total Consideration for Shares/ Voting Rights acquired (Rs. In Crores)	Mode of payment (Cash/ securities)	Regulation which has triggered
		Number	% vis a vis total Equity/ Voting Capital			
Direct	Share Purchase Agreement	7,56,315	74.99%	1.89	Cash	3(1) & 4 of the Regulations

3. Acquirers / PAC:

Details	Acquirer 1	Acquirer 2	Total
Name of Acquirers	Mr. Sunil Kumar Poddar	M/s. Poddar Global Private Limited	2
Address	2A-206, Rang Rasayan Apartments, Sector - 13, Rohini, Delhi - 110085	20, Engineers Enclave, 2 nd floor, Harsh Vihar Crossing, Pitampura, Delhi - 110034	Not Applicable
Name(s) of Persons in control /Promoters of Acquirers/ PACs where Acquirers/ PAC are companies	Not Applicable	Mr. Sunil Kumar Poddar and Mrs. Sandeepa Poddar	Not Applicable
Name of the Group, if any, to which the Acquirers/PAC-belongs to	Not Applicable	Not Applicable	Not Applicable
Pre-Transaction Shareholding	Not Applicable	Not Applicable	Not Applicable
• Number			
• % of total share capital			
Proposed shareholding after the acquisition of shares which triggered	2,37,187 23.52%	5,19,128 51.47%	7,56,315 74.99%

For PODDAR GLOBAL PRIVATE LIMITED



Director

SKP



Details	Acquirer 1	Acquirer 2	Total
the Open Offer			
Any other interest in the TC	NO	NO	NO

4. Details of Selling Shareholders, if applicable:

Name	Part of Promoter Group (Yes/ No)	Details of shares/ voting rights held by the selling shareholders			
		Pre- Transaction		Post- Transaction	
		Number	%	Number	%
Niren Kumar Suchanti	Yes	84,028	8.33%	Nil	Nil
Sujata Suchanti	Yes	2,94,128	29.16%	Nil	Nil
Navin Kumar Suchanti	Yes	3,21,888	31.91%	Nil	Nil
Pramina Suchanti	Yes	56,271	5.58%	Nil	Nil
TOTAL		756351	74.99%	Nil	Nil

5. Target Company:

- **Name:** M/s. Prima Communications Limited.
- **Exchanges where listed:** The equity shares of the Target Company are listed on The Calcutta Stock Exchange Limited only.

6. Other details:

- This is to inform to all the Shareholders of Target Company that the details of the Open Offer would be published shortly in the newspaper in terms of the provisions of Regulation 14(3) of Regulations vide a Detailed Public Statement on or before January 22, 2016.
- The Acquirers undertake that they are aware of and will comply with their obligations under the Regulations and have adequate financial resources to meet the Offer Obligations.

Issued by:



MANAGER TO THE OFFER:
VC CORPORATE ADVISORS PRIVATE LIMITED
 SEBI REGN NO: INM000011096
 (Contact Person: Mr. Anup Kumar Sharma)
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ON BEHALF OF THE ACQUIRERS:

 Sunil Kumar Poddar	For Poddar Global Private Limited For PODDAR GLOBAL PRIVATE LIMITED  Sunil Kumar Poddar (Director)
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Place: Kolkata

Date: January 15, 2016