PUBLIC ANNOUNCEMENT

[under Regulation 15(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011]

Open Offer for acquisition of 26,00,000 equity shares from shareholders of Roselabs Finance Limited, having its Registered Office at 111/952 Nirmal Apt., Sola Road, Naranpura, Ahmedabad – 380064 ("Target Company" / "Target") by Arihant Premises Private Limited ("Acquirer")

1. **Offer Details**

Size	26,00,000 fully paid up equity shares of face value of Rs.10/- each constituting 26 % of the issued, subscribed, paid up and voting Share Capital of Target.
Price/consideration	Cash offer of Rs.8.50 (Rupees Eight and Paise Fifty only) per Equity Share
Mode of Payment (cash / security)	The Offer Price is payable in cash.
Type of Offer	This offer is a Triggered Offer made under Regulation 3(1) and 4 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

2. **Transaction which has triggered the Open Offer obligation (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.)**	**Mode of payment**	**Regulation which has triggered**
		Number	**% vis-à-vis total equity/ voting capital**			
Direct	Share Purchase Agreement	57,64,181	57.64	4,89,95,539	Cash	3(1) & 4

3. **Details of the Acquirer**

Name of the Acquirer	Arihant Premises Private Limited
Address	216, Shah & Nahar Industrial Estate, Dr. E. Moses Road, Worli, Mumbai – 400 018
Name of the persons in control/promoters of acquirer	Arihant Premises Private Limited has been promoted by Lodha Developers Limited which is promoted by Mr. Abhishek M. Lodha, Mr. Abhinandan M. Lodha and Mr. Mangal Prabhat Lodha alongwith Lodha Ruling Realtors Private Limited (LRRPL).
Name of the Group, if any, to which the acquirer belongs to	The acquirer belongs to the Lodha Group
Pre transaction holding	Nil
Proposed shareholding after the acquisition of shares which triggered the open offer	57,64,181 Equity Shares constituting 57.64% of the Equity Capital of the Target Company
Any other interest in the target Company	Nil

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	
		No. of Shares	%	No. of Shares	%
Poonam Fast Food Pvt Ltd	Yes	57,64,181	57.64	-	-
		57,64,181	**57.64**		

5. **Target Company**

Name	**Roselabs Finance Limited**
Exchanges where listed	Bombay Stock Exchange Limited, Mumbai and Ahmedabad Stock Exchange Limited

6. **Other details regarding the Offer**

(a) A Detailed Public Statement regarding the Open Offer would be published on or before February 28, 2013 in all editions of an English national daily with wide circulation, all editions of a Hindi national daily with wide circulation, a Gujarati language daily with wide circulation at Ahmedabad (where the Registered Office of the Target Company is situated) and a Marathi language daily with wide circulation at Mumbai.

(b) **The Acquirers accept full responsibility for the information contained in this Public Announcement. The Acquirers have given an undertaking that they are aware of and will comply with their obligations under SEBI (SAST) Regulations, 2011 and have adequate financial resources to meet the offer obligations.**

Issued by : Managers to the Offer	**On behalf of Acquirers**
ARIHANT capital markets ltd. **Merchant Banking Division** SEBI REGN NO.: INM 000011070 3rd Floor, Krishna Bhavan, 67, Nehru Road, Vile Parle (E), Mumbai- 400 057 Tel. No. : +91- 22- 4225 4800/862; Fax. No.: +91- 22- 4225 4880 Email: mbd@arihantcapital.com Website: www.arihantcapital.com **Contact Person: Mr. Satish Kumar P./** **Mr. Sameer Purohit**	**Arihant Premises Private Limited** 216, Shah & Nahar Industrial Estate, Dr. E. Moses Road, Worli, Mumbai – 400 018

Place : Mumbai
Dated : February 21, 2013