PUBLIC ANNOUNCEMENT UNDER REGULATION 15(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF

SUNITA BONDS & HOLDINGS LIMITED

OPEN OFFER FOR ACQUISITION OF 63,700 (SIXTY THREE THOUSAND SEVEN HUNDRED) EQUITY SHARES FROM THE SHAREHOLDERS OF SUNITA BONDS & HOLDINGS LIMITED (HEREINAFTER REFERRED TO AS "TARGET COMPANY" OR "SBHL") BY MR. SUBHAS CHANDRA BHARTIA, MRS. HANSA BHARTIA, MR. SUDEEP BHARTIA & MRS. EKTA BHARTIA (HEREINAFTER COLLECTIVELY REFERRED TO AS "THE ACQUIRERS")

1. Offer details:

- **Offer Size:** This Open Offer is being made by the Acquirers for acquisition of 63,700 fully paid equity shares of Rs. 10/- each constituting 26.00% of the paid up equity and voting share capital of the Target Company.

- **Offer Price:** An Offer Price of Rs. 22/- (Rupees Twenty Two Only) per equity share (hereinafter referred to as the "**Offer Price**") per equity share will be offered for the shares tendered during the tendering period. Assuming full acceptance the total consideration payable by the Acquirers will be Rs. 14,01,400/- (Rupees Fourteen Lacs One Thousand Four Hundred Only).

- **Mode of payment**: The entire consideration will be paid in cash.

- **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 SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("**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 /VRs 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	1,79,210	73.15	0.29	Cash	3(1) & 4

3. Acquirers / ~~PAC~~

Details	Acquirer 1	Acquirer 2	Acquirer 3	Acquirer 4	Total
Name of Acquirers~~/PAC(s)~~*	Mr. Subhas Chandra Bhartia	Mrs. Hansa Bhartia	Mr. Sudeep Bhartia	Mrs. Ekta Bhartia	4
Address	28/1, Shakespeare Sarani, 107 Ganga Jamuna, 10th Floor, Kolkata- 700 017				Not Applicable
Name(s) of persons in control /Promoters of Acquirer/ PACs where Acquirer/ PAC are companies	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Name of the Group, if any, to which the Acquirer/~~PAC~~ belongs to	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Pre-Transaction Shareholding • Number • % of total share capital	Nil (0.00%)	Nil (0.00%)	Nil (0.00%)	Nil (0.00%)	Nil (0.00%)
Proposed shareholding after the acquisition of shares which triggered the Open Offer	45,000 (18.37%)	44,610 (18.21%)	45,000 (18.37%)	44,600 (18.20%)	1,79,210 (73.15%)
Any other interest in the TC	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable

* For the purpose of this Open Offer, there is no Person Acting in Concert ("PAC") with the Acquirers.

4. Details of selling shareholders:

Name	Part of Promoter Group (Yes/ No)	Details of shares/ voting rights held by the selling shareholders			
		Pre Transaction		Post Transaction	
		Number	%	Number	%
Mr. S.N. Jhunjhunwala	Yes	51,310	20.94	Nil	0.00
Mr. Rajiv Jhunjhunwala	Yes	30,940	12.63	Nil	0.00
Rajiv Jhunjhunwala (HUF)	Yes	10	0.01	Nil	0.00
Mrs. Kavita Jhunjhunwala	Yes	450	0.18	Nil	0.00
M/s. Nupur Carpets Private Limited	Yes	96,500	39.39	Nil	0.00
Total		**1,79,210**	**73.15**	**Nil**	**0.00**

VC Corporate Advisors Private Limited
Kolkata

5. **Target Company:**

- **Name:** M/s. Sunita Bonds & Holdings Limited having registered office at 23C, Ashutosh Chowdhury Avenue, Ballygunge, Kolkata- 700 019.
- **Exchanges where listed**: The Target Company is listed on The Calcutta Stock Exchange Limited and The Delhi Stock Exchange Limited.

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 6th December, 2013.

- 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: Ms. Urvi Belani)
31, Ganesh Chandra Avenue, 2nd Floor,
Suite No –2C, Kolkata-700 013
Phone No : (033) 2225-3940
Fax : (033) 2225-3941
Email: mail@vccorporate.com

ON BEHALF OF ACQUIRERS:

Sd/-	Sd/-	Sd/-	Sd/-
Subhas Chandra Bhartia	**Hansa Bhartia**	**Sudeep Bhartia**	**Ekta Bhartia**

Place: Kolkata

Date: 29th November, 2013

VC Corporate Advisors Private Limited
Kolkata