

POST OFFER PUBLIC ANNOUNCEMENT TO THE SHAREHOLDERS OF SELLAIDS PUBLICATIONS (INDIA) LIMITED (SPIL)

Regd. Off.: Basement, Sky Scrapper B, 4/697, Bhulabhai Desai Road, Breach Candy, Mumbai-400 026.

The details subsequent to the completion of the Offer made vide Public Announcement dated September 30, 2007 and December 8, 2007 in terms of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto ('Regulations') by **Mr. Subhash P. Rathod and Mrs. Mangla S. Rathod** (hereinafter collectively referred to as 'Acquirers') to acquire upto 7,33,740 equity shares of Rs. 10/- each representing 20% of the subscribed capital and 31.80% of the voting capital of SPIL at a price of Rs. 3/- ('Offer Price') per share payable in cash are as under:

1. Name of the Target Company : **SELLAIDS PUBLICATIONS (INDIA) LIMITED**
2. Name and Address of the Acquirer(s) : **Mr. Subhash P. Rathod and Mrs. Mangla S. Rathod**
both residing at 1503, Sumer Tower-5, 15th Floor, Love Lane, Byculla, Mumbai-400 010.
3. Name of Manager to the offer : **ASHIKA CAPITAL LIMITED**
4. Name of Registrar to the offer : **PURVA SHAREGISTRY INDIA PVT. LTD.**
5. Offer details
 - a) Date of Opening of the Offer : December 19, 2007 (Wednesday)
 - b) Date of Closing of the Offer : January 7, 2008 (Monday)
6. Details of the acquisition (based on subscribed capital):

S. No.	Particulars	Proposed in the Offer Document		Actuals	
(i)	Offer Price: Fully Paid -up Equity Shares Partly Paid-up Equity Shares	Rs.3.00/- per share Not Applicable		Rs.3.00/- per share Not Applicable	
		Number	(%)	Number	(%)
(ii)	Shareholding of Acquirer(s) before MOU / P.A.	Nil	Nil	Nil	Nil
(iii)	Shares acquired by way of MOU or Market Purchases	11,59,330	31.60	11,59,330	31.60
(iv)	Shares acquired in the Open Offer	7,33,740	20.00	600	0.02
(v)	Size of the Open Offer (No. of shares multiplied by Offer Price per Share)	Rs. 22,01,220		Rs. 1,800	
(vi)	Shares acquired after PA but before 7 working days prior to Closure Date, if any.	Nil	Nil	Nil	Nil
(vii)	Post Offer Share Holding of Acquirer(s) (ii+iii+iv+vi)	18,93,070	51.60	11,59,930	31.62
(viii)	Pre & Post Offer Shareholding of Public	Pre Offer	Post Offer	Pre Offer	Post Offer
		25,09,370 (68.40%)	17,75,630 (48.40%)	25,09,370 (68.40%)	25,08,770 (68.38%)

7. Status of Escrow Account : Amount of Rs. 1,800/- was transferred to Special Account for the payment of consideration to the shareholders whose shares were accepted. Balance amount is yet to be released to the Acquirers.
8. Payment of Interest, if any : Not Applicable
9. Status of Investor Compliances received, if any : Nil

This Public Announcement will also be available on SEBI website at www.sebi.gov.in

The Acquirers accept full responsibility jointly and severally for the information contained in this announcement and also for the obligations of Acquirers laid down in the Regulations.

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

ASHIKA CAPITAL LIMITED

1008, 10th Floor, Raheja Centre,
214, Nariman Point, Mumbai - 400 021.

Tel: +91-22-6611 1700; Fax: +91-22-6611 1710

E-Mail: mbd@ashikagroup.com

Contact Person: Mr. Niraj Atul Kothari

Place: Mumbai

Date: January 19, 2008