PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF M/S SHREE RANG MARK TRAVELS LIMITED

("SRMTL" /"TARGET COMPANY"/"TC")

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CASH OFFER FOR ACQUISITION OF EQUITY SHARES FROM SHAREHOLDERS

OPEN OFFER FOR ACQUISITION OF 17,17,924 (SEVENTEEN LACS SEVENTEEN THOUSAND NINE HUNDRED AND TWENTY FOUR ONLY) EQUITY SHARES FROM SHAREHOLDERS OF SRMTL BY MR. SHIB NARAYAN DAS, ACQUIRER

1. OFFER DETAILS

This open offer (the "**Open Offe**r") is being made by Mr. Shib Narayan Das, Acquirer for acquisition of 17,17,924 (Seventeen Lacs Seventeen Thousand Nine Hundred and Twenty four Only) Equity Shares of Rs. 5/- each at a price of Rs. 5.50/- per fully paid up equity share aggregating to Rs. 94,48,582/- (Rupees Ninety four lacs Forty Eight Thousand Five Hundred and Eighty Two Only) payable in cash subject to the terms and conditions as applicable. As on 6th March 2012 the Acquirer was holding 16,28,600 equity shares constituting 24.65% of the Target Company and Acquirer further acquired 60,000 equity shares of the Target Company through Off Market Transfer on 7th March 2012 and by acquiring these shares the Acquirer has triggered the Open offer on 7th March 2012 and further the acquirer has also entered into a Share Purchase Agreement ("**SPA**") with the Promoters of Target Company (hereinafter referred to as the "**Sellers**"), on Wednesday, 7th March, 2012 wherein it is proposed that they shall purchase 18,47,060 fully paid up equity shares of the Target Company bearing a face value of Rs. 5/- each ("**Sale Shares**"), which amounts to 27.95 % of the total paid-up equity share capital of the Target Company as on 7th March 2012. The said sale is proposed to be executed at a price of Rs. 3.50/- per fully paid-up equity share ("**Negotiated Price**"), aggregating to Rs. 64,64,710/- (Rupees Sixty Four Lacs Sixty Four Thousand Seven Hundred and Ten only) ("**Purchase Consideration**") payable in cash. Consequent upon acquiring the shares pursuant to the execution of SPA & acquisition of equity shares from Off Market Transfer the post shareholding & voting rights of the Acquirer would comes to 53.51% of the total paid up equity shares of the Target Company. Pursuant to the acquisition of equity shares and consequent changes in control of the Target Company contemplated under the SPA, this mandatory Open Offer is being made by the Acquirer in compliance with Regulation 3, 4 and other applicable provisions of SEBI (SAST) Regulations, 2011 as amended

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) (*1)**	**Regulation which has triggered**
		Number	**% vis a vis total Equity / voting**			

			capital			
Direct	Acquisition of shares through Off Market Transfer	16,88,600	25.56%	54,30,090	Cash	Regulation 3 & 4 of SEBI (SAST) Regulations 2011
Direct	Through Share Purchase Agreement	18,47,060	27.95%	64,67,710	Cash	Regulation 3 & 4 of SEBI (SAST) Regulations 2011

3. ACQUIRER(S) / PAC

Details	Acquirer	PAC
Name of Acquirer	Mr. Shib Narayan Das	NA
Address	Dharsa, Mansatala, GIP Colony, Jagacha, Howrah - 711321	NA
Name(s) of ~~persons in control~~ /promoters of acquirers/ ~~PACs where Acquirers/ PAC are companies~~	N.A	N.A
Name of the Group, if any, to which the Acquirer/PAC belongs to	N.A	N.A
Pre Transaction shareholding • Number • % of total share capital	16,88,600 25.56%	N.A
Proposed shareholding after the acquisition of shares which triggered the Open Offer	35,35,660 (53.51%)	N.A
Any other interest in the TC	No	N.A

4. DETAILS OF SELLING SHAREHOLDERS, IF APPLICABLE THROUGH SPA

Name	Part of promoter group (Yes/ No)	Details of shares/ voting rights held by the selling shareholders through SPA			
		Pre Transaction		Post Transaction	
		Number	%	Number	%
Mr. Smita Ketan Trivedi	Yes	1,07,600	1.63	NIL	N.A
Mr. Lekha Ketan Trivedi	Yes	2,07,600	3.14	NIL	N.A
Mr. Parth Ketan Trivedi	Yes	6,81,600	10.32	NIL	N.A
Mr. Rajuben S Upadhyay	Yes	1,06,200	1.61	NIL	N.A
Ms. Charulataben P Trivedi	Yes	42,800	0.65	NIL	N.A
Ms. Neha P Trivedi	Yes	6,01,400	9.10	NIL	N.A

Name	Part of promoter group (Yes/ No)	Details of shares/ voting rights held by the selling shareholders through SPA			
		Pre Transaction		Post Transaction	
		Number	%	Number	%
Mr. Jitesh P Trivedi	Yes	47,060	0.71	NIL	N.A
Ms. Kaushika P Trivedi	Yes	19,800	0.30	NIL	N.A
Mr. Anandgiri J Trivedi	Yes	8,000	0.12	NIL	N.A
Mr. Jyotindra R Trivedi	Yes	19,800	0.30	NIL	N.A
Mr. Kalpesh Trivedi	Yes	4,800	0.07	NIL	N.A
Ms. Trupti G Trivedi	Yes	200	-	NIL	N.A
Ms. Kalpana Trivedi	Yes	200	-	NIL	N.A

5. TARGET COMPANY

The Target Company i.e. Shree Rang Mark Travels Limited is listed on the Bombay Stock Exchange Limited, Ahmedabad Stock Exchange Limited and Vadodara Stock Exchange Limited

6. OTHER DETAILS

6.1 This 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 SEBI (SAST) Regulations, 2011 vide a Detailed Public Statement by Thursday, 15th March 2012.

6.2 The Acquirer Mr. Shib Narayan Das has given undertaking that he is aware of and will comply with his obligations under the SEBI (SAST) Regulations, 2011 and has adequate financial resources to meet the Offer obligations.

6.3 This is not a Competitive Bid.

Issued by

Comfort Securities Limited

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On behalf of

Mr. Shib Narayan Das (Acquirer)

Place: Kolkata

Date: 07.03.2012