OFFER OPENING PUBLIC ANNOUNCEMENT

SHREENATH INDUSTRIAL INVESTMENT COMPANY LIMITED ("SIICL" or "Target Company")

a company incorporated under the Companies Act, 1956 having its
Registered office at 4, Chintan, Bhomeshwar Society, 1, Bajrangwadi, Jamnagar Road, Rajkot, Gujarat-360002 and
Corporate office at Office No. 401, 4th Floor, 597, Rajshila Co-op. Society Ltd, Chira Bazar, J S S Road, Marine Lines East, Mumbai – 400002, **Telfax:** 022-22071707, **Email:** shreenathindustrial@gmail.com and **Website:** www.shreenathiic.com.

This Advertisement is being issued by Intensive Fiscal Services Pvt. Ltd. (hereinafter referred to as "Manager to the Offer") on behalf of Winsome Retails & Marketing Private Limited (hereinafter referred to as "Acquirer") pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as "SEBI (SAST) Regulations, 2011" or "Regulations") in respect of the open offer to acquire up to 8,84,000 equity shares of Rs. 10/- each of Shreenath Industrial Investment Company Limited constituting 26% of the post preferential equity shares of the Target Company. The Detailed Public Statement (DPS) with respect to the aforementioned offer was made on March 21, 2014 in The Financial Express (English-All Edition), Jansatta (Hindi-All Edition) and Nutan Saurashtra (Gujarati-Rajkot Edition).

1. The offer is being made at a price of Rs. 13/- (Rupees Thirteen Only) per fully paid up equity share of Rs. 10/- each payable in cash.
2. A Committee of Independent Directors (hereinafter referred to as "IDC") of the Target Company has recommended that the offer price of Rs. 13/- per fully paid up equity share is fair and reasonable. The recommendation of IDC was published on August 19, 2014 in the same newspapers where DPS was published.
3. There has been no Competitive bid to this offer.
4. The Letter of offer had been sent to all the eligible shareholders of the Target Company on August 13, 2014.
5. Please note that a copy of the Letter of Offer (including Form of Acceptance cum acknowledgement) will also be available on SEBI's website (http://www.sebi.gov.in) during the tendering period of the offer and the public shareholders can also apply by downloading such forms from the website. Further, in case of non-receipt/non-availability of the form of acceptance, the application can be made on plain paper along with the following details:
   a. In case of physical shares: Name(s) & address(es) of the first holder or joint holder(s) if any, number of shares held, number of shares offered, distinctive numbers, folio number, original share certificate(s), valid share transfer form(s). In case of unregistered shareholders, along with the above document, broker contract note would also be required & details of the Acquirer to be kept blank, failing which; the same will be invalid under the Offer.
   b. In case of dematerialized Shares: Name, address, number of equity shares held, number of equity shares tendered, DP Name, DP ID, beneficiary account no. and a photocopy or counterfoil of the delivery instructions in "Off-Market" mode duly acknowledged by the DP in favour of Special Depository Account:

A special depository account has been opened, details thereof are as under:

Depository Name	Central Depository Services (India) Ltd.
DP Name	R R S Shares & Stock Brokers Private Limited
Account Name	PSIPL ESCROW A/C SHREENATH OPEN OFFER
DP ID Number	12029000
Beneficiary Account Number	00036538

Equity Shareholders having their beneficiary account with National Securities Depository Limited (NSDL) have to use Inter depository delivery instruction slip for the purpose of crediting their shares in favour of the Special Depository Account with CDSL.

6. In terms of Regulation 16 (1) of the SEBI (SAST) Regulations, 2011, the Draft Letter of Offer was submitted to SEBI on March 28, 2014. The final observation was received in terms of Regulation 16 (4) of the SEBI (SAST) Regulations from SEBI vide its letter no CFD/DCR/21684/2014 dated August 04, 2014.
7. The material changes made from the date of the PA/DPS are as follows:

a) SEBI may initiate appropriate action against the Target Company, Sellers and previous shareholders for the violations of Takeover Regulations. Further in light of the non-compliance by the current Sellers, SEBI has advised the Acquirer to deposit the money with respect to the sale consideration pursuant to the SPA in an escrow account authorizing the manager to the open offer to operate the account and the same shall be released only on receipt of NOC from SEBI.

b) Out of 30,00,000 equity shares of preferential issue, 22,55,000 equity shares have been allotted and the remaining shares will be allotted post completion of Offer period.

c) Addendum to SPA dated June 27, 2014 was entered between Acquirer and Sellers amending the Original SPA w.r.t. continuation of operation & management of the Company under the supervision of the Sellers till the open offer is completed. Post completion of open offer, the Acquirer will manage the affairs of the Company.

8. To the best of the knowledge of the Acquirer, there are no statutory approvals required to acquire the Shares that are validly tendered pursuant to the Offer. However in case of any statutory approvals being required by the Acquirer at a later date, the Offer shall be subject to such approvals.
9. Schedule of Activities

Activity	Date	Day
Date of Public Announcement	March 13, 2014	Thursday
Date of Detailed Public Statement	March 21, 2014	Friday
Last date for a Competitive Bid	April 16, 2014	Wednesday
Identified Date	August 06, 2014	Wednesday
Date on which Letter of Offer was dispatched to the shareholders	August 13, 2014	Wednesday
Date of opening of the Tendering Period	August 22, 2014	Friday
Date of closing of the Tendering Period	September 05, 2014	Friday
Date by which the acceptance/ rejection would be intimated and the corresponding payment for the acquired shares and/or share certificate for the rejected shares will be dispatched	September 19, 2014	Friday
Date by which the underlying transaction which triggered open offer will be completed	Latest by Five months from the completion of all the formalities relating to the Open Offer including filing of Final report by Merchant Banker to SEBI as per Regulation 27(7) of SEBI (SAST) Regulations, 2011.	

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

intensive

INTENSIVE FISCAL SERVICES PRIVATE LIMITED
Contact Person: Rishabh Jain
914, 9th floor, Raheja Chamber, Nariman Point, Mumbai - 400 021.
Tel.: 022-22870443/44/45; Fax: 022 -22870446; E-mail: rishabh@intensivefiscal.com

Date: August 20, 2014
Place: Mumbai