CORRIGENDUM TO THE PUBLIC ANNOUCNEMENT

For the attention of the equity shareholders / beneficial owners of equity shares of

SSI LIMITED

(“SSI”/ “TARGET COMPANY”)

(Registered Office: 34 (New), Thirumalai Road, T Nagar, Chennai 600 017, Tel: 044 2834 0016 Fax: 044 2834 0047)

This corrigendum to the Public Announcement is being issued by JM Financial Consultants Private Limited (“Manager to the Offer”), on behalf of PVP Enterprises Private Limited (“PVP” / “Acquirer”) along with PVP Ventures Private Limited (“PVP Ventures”), Platex Limited (“Platex”) and Mr. Prasad V. Potluri together referred to as the “Persons Acting in Concert” (“PACs”) pursuant to and in compliance with the Regulation 10, 12 and other applicable provisions of the Securities and Exchange Board of India (Substantial Acquisitions of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto (the “SEBI (SAST) Regulations” / “Regulations”). The shareholders of SSI Limited (“SSI” / “Target Company”) are requested to note the following developments/amendments with respect to and in connection with the Public Announcement issued on February 27, 2007 (“PA”)

1. BACKGROUND OF THE OFFER

1.1. The Acquirer is a company incorporated under the Act and having its registered office at 8-2-609/K, Avenue 4. Street No 1, Road No 10, Banjara Hills, Hyderabad 500034. On February 23, 2007, the Existing Holding was acquired by the Acquirer from K.S. Aghoram, one of the promoters of the Target Company, at a maximum price of Rs. 208 per share through an off market trade, as a result of which, the Acquirer holds 78,14,315 Shares constituting 13.5% of the Voting Capital of the Target Company as on the date of this Offer. Mr. K.S. Aghoram has not complied with the applicable provisions of regulation 7(1A) SEBI (SAST) Regulations regarding the disclosure of sale of 13.5% shares.The Acquirer has executed a Share Purchase Agreement on February 25, 2007 ("SPA") to acquire the Purchase Shares being 2,17,06,432 equity shares of Rs. 10 each which constitutes 37.5% of the Voting Capital of the Target Company, at a price of Rs.208 per Share for a total consideration of Rs 451,49,37,856 in cash (“Negotiated Price”). This Offer is being made pursuant to and in terms of Regulation 10 and 12 of the SEBI (SAST) Regulations for substantial acquisition of shares and control over the Target Company. In the event of non purchase of the Shares as contemplated in the SPA, the existing promoter group may continue to retain management control of SSI Limited and the Acquirer could be treated as a public shareholder. Further the Acquirer may stand to lose the advance payment of Rs. 44.1 crores made to the existing promoter on non completion of the acquisition as contemplated in the SPA. Of the total number of Purchase Shares, 37,17,776 Shares are subject to lockin for a period of three years commencing from August 31, 2005 and 80,36,235 Shares are subject to lock-in for a period of three years and one month from September 27, 2006 (“Lock-in Shares”). The Lockin Shares can be transferred to the Acquirer subject to the continuation of the residual lock in period in the hands of the Acquirer in terms of the SEBI (Disclosure and Investor Protection) Guidelines, 2000. In terms of the SPA and pending completion of the Offer formalities, the Purchase Shares and the Negotiated Price need to be kept in Escrow. The Sellers, the Acquirer and IDBI Trusteeship Services Limited (“the Escrow Agent”) have also entered into an escrow agreement dated February 25, 2007 (“Escrow Agreement”) which sets out the mechanism for completing the transfer of the Purchase Shares agreed to be acquired from the Sellers by the Acquirer pursuant to the Share Purchase Agreement and the payment of the Negotiated Price for the Purchase Shares to the Sellers upon completion of the Acquirer’s obligations under the SEBI (SAST) Regulations.

1.2. The Sellers under the SPA are Mr. Kalpathi S Aghoram residing at 42 Habibullah Road, T Nagar, Chennai – 600 017. Tel No: 044 2834 3740, Mr. Kalpathi S Suresh residing at 42 Habibullah Road, T Nagar, Chennai – 600 017. Tel No: 044 28343740, and Mr. Kalpathi S Suresh residing at 42 Habibullah Road, T Nagar, Chennai – 600 017. Tel No: 044 28343740. Mr. Kalpathi S. Ganesh holds 1,36,20,461 shares being 23.53% of the total capital of SSI Limited, Mr. Kalpathi S. Suresh holds 1,36,13,298 shares being 23.52% of the total capital of SSI Limited and Mr. Kalpathi S. Aghoram holds 57,94,434 shares being 10.01% of the total capital of SSI Limited. Mr. D.V. Narasingarao residing at No. 12, Kannaiah Street, T. Nagar, Chennai 600 017, Tel No. 044 2834 2024, is a promoter of SSI Limited but is not a party to the Share Purchase Agreement dated February 25, 2007 and hence is eligible to participate in the Offer.

1.3. A Facility Agreement dated December 22, 2006 (“Closing Date”) has been entered into between Platex, Deutsche Bank AG, Singapore Branch, DB International (Asia) Limited (“Lender”), Deutsche Bank AG, Hong Kong Brach (“Facility Agent”) and DB Trustees (Hong Kong) Limited. Under the Facility Agreement, the Lender has provided a term loan facility of USD 200 million with an option with the Borrower to increase it by an additional USD 25 million.

1.4. Salient Features of the Facility Agreement entered into by Platex are as follows:

1) The use of proceeds under the Facility Agreement, subject to certain conditions precedent, is as under:
   a. Platex would utilize the term loan towards acquisition of equity linked securities of PVP Ventures;
   b. PVP Ventures would utilize the proceeds for the acquisition of fully convertible debentures of PVP enterprises and towards acquisition of non convertible debentures of Cyberabad City Projects Private Limited;
   c. PVP Enterprises would utilize an amount of upto USD 175 million (assuming exercise of UDS 25 million option) for the acquisition of the Shares of the Target Company.
2) The said facility is secured by the following
   a. A fixed and floating charge over the assets of Platex which comprises, inter alia 80% shareholding in PVP Ventures;
   b. Mr. Prasad V. Potlouri has also pledged his shareholding in Platex and has provided a personal guarantee in respect of the above facility.
3) Platex has also, subject to applicable laws, agreed to integrate the Target Company's operations with the Acquirer or its holding company, including a possible merger or consolidation, for commercial reasons and operational efficiencies.
4) The said facility is to be repaid in the following manner:
   a. In a way that the total outstanding immediately after the repayment remains USD 120 million on the third anniversary of the Closing Date.
   b. The balance loan amount is to be repaid on the final maturity date (48 months from the Closing Date)
   c. The Borrower also has an option, subject to the terms of the Facility Agreement, to prepay provided the total outstanding is not reduced to less than USD 120 million
5) The interest on the said facility is payable in June and December. The interest rate applicable to be paid by Platex for a particular interest period is as follows:
   a. LIBOR + 750 basis points, till the Borrower is required to mandatory prepay the facility amount.
   b. Beyond that period the interest rate is rest to LIBOR + 900 basis point
6) Platex or any of its subsidiaries shall not without the prior written consent of the Facility Agent, either in a single transaction or in a series of transactions, sell, transfer, lease or otherwise dispose of any shares held by it in any of its subsidiaries.
7) Platex shall at all times maintain a minimum shareholding in PVP Ventures of 80% of the total issued share capital.
8) Platex has issued 1,200,000 warrants aggregating USD 120 million to the Lender. The pre-payment would get accelerated in the event and to the extent of conversion of warrants.
9) Platex, its subsidiaries and the Target Company (following the acquisition of shares by the Acquirer), without the prior written consent of the Facility Agent shall not:
   a. Incur, create or permit any type of financial indebtedness other than under the provisions of the Facility Agreement.
   b. Declare or pay any dividend, repay or distribute any dividend or share premium reserve, issue any warrants, notes or bonds which are convertible into shares, issue or alter its share capital and repay a part of any shareholder's loan.
   c. Make any change or cease any part of its business, including enter into any joint venture or similar arrangements, make any acquisitions and any type of investments.

1.5. Except as stated in 1.1 above the Acquirer and PACs have not made any further acquisition of shares of the Target Company after the date of the Public Announcement and upto the date of this public announcement

1.6. There was no competitive bid till the date of this public announcement.

1.7. No action has been taken by SEBI against the Acquirer, its promoters, its directors or the Target Company, its promoters and directors under the SEBI Act or any regulations framed there under

2. REASONS FOR THE OFFER AND FUTURE PLANS

2.1. The Offer is being made by reason of the execution of the Share Purchase Agreement between Acquirer and Seller and is being made in accordance with Regulations 10, Regulation 12 and other applicable provisions of the SEBI (SAST) Regulations as the proposed acquisition of the Purchase Shares will result in substantial acquisition of shares and voting rights in the Target Company and also a change in control and Board of Directors of the Target Company.

The Acquirer is a Hyderabad based real estate company. The Target Company owns real estate assets in Chennai and is also engaged in hospitality business in Ooty. The acquisition would therefore also give the Acquirer an opportunity to synergize the business of the two companies. As on the date hereof of the Public Announcement the Acquirer does not have any plans to make any major change to the existing lines of business of the Target Company. The Acquirer does not propose to or to dispose of or otherwise encumber any assets of the Target Company in the next 24 months, except in the ordinary course of business of the Target Company and its subsidiaries

The Acquirer undertakes that it shall not sell or dispose of, or encumber any substantial asset of the Target Company except with the prior approval of the shareholders. The Target Company may enter into joint ventures with developers for development of its real estate assets. The Target Company may also undertake specific development projects through special purpose vehicles in which the Target Company has significant equity participation, including majority holding. These projects will be implemented by engaging the services of competent developers. It will be for the Board of Directors of the Target Company to take appropriate decisions in these matters as per the requirements of the business and in line with opportunities from time to time. Such steps shall be in compliance with applicable provisions of regulations, Companies Act, 1956, and/or other applicable laws at the relevant time and will be subject to prior approval of Shareholders, wherever required.

The Acquirer would evaluate, based on various factors, the possibility of integrating the Target Company’s operations with itself or its holding company, including a possible merger or consolidation, for commercial reasons and operational efficiencies, subject to applicable laws

Subject to the provisions of applicable law, Acquirer intends to have its nominee directors appointed to the Board of Directors of the Target Company upon completion of the sale of the Purchase Shares under the Share Purchase Agreement.

3. INFORMATION OF PVP ENTERPRISES PRIVATE LIMITED (“PVP”/“ACQUIRER”)

3.1. The Acquirer is a company incorporated under the Companies Act, 1956 of India and having its registered and corporate office at 8-2-609/K, Avenue 4, Street No 1, Road No 10, Banjara Hills, Hyderabad 500034. Tel No: 040 2342 0888; Fax No: 040 2332 0104. The Acquirer has filed a Petition for shifting of its registered office from Hyderabad to Chennai. The Petition is pending with the Company Law Board, Southern Region Bench, Chennai.

3.2. Major areas of operations of the Acquirer include purchasing, acquiring and leasing of land, buildings, structures and properties to develop the same into townships, markets, residential, industrial or commercial complexes. The Acquirer is engaged in the business of planning and evaluating all steps, processes and techniques for setting up, managing, operating, and transferring various types of infrastructure projects. The Acquirer also deals in various kinds of construction materials, equipments and machinery. Acquirer was incorporated to avail of business opportunities in these areas of operations which include acquisition of SSI Limited, which would give the Acquirer the opportunity to synergize the business of the two companies. There are no major contingent liabilities and litigations against the Acquirer

4. INFORMATION OF PVP VENTURES PRIVATE LIMITED (“PVP VENTURES”/“PAC”)

4.1. PVP Ventures was incorporated on 4th September 2006 under the Act, and has its registered and corporate office at 8-2-609/K, Avenue 4, Street No 1, Road No 10, Banjara Hills, Hyderabad 500034. Tel No: 040 2342 0888; Fax No: 2332 0104. PVP Ventures Private Limited has filed a Petition for shifting of its registered office from Hyderabad to Chennai. The Petition is pending with the Company law Board, Southern Region Bench, Chennai.

4.2. The Major areas of operations of PVP Ventures include purchasing, acquiring and leasing of land, buildings, structures and properties to develop the same into townships, markets, residential, industrial or commercial complexes. PVP Ventures is engaged in the business of planning and evaluating all steps, processes and techniques for setting up, managing, operating, and transferring various types of infrastructure projects. PVP Ventures also deals in various kinds of construction materials, equipments and machinery. PVP Ventures was incorporated to avail of business opportunities in these areas of operations. There are no major contingent liabilities and litigations pending against PVP Ventures Private Limited.

4.3. Promoter/Persons in Control of PVP Ventures is Platex Limited, one of the PACs which holds 80% shareholding in PVP Ventures. Please find below the shareholding pattern of PVP Ventures prior to the investment by Platex Limited.

Shareholder's Category	No of Equity Shares Held / Voting Rights	% of Shareholding*
Promoters / Person in Control		
Mrs. Jhansi Sureddi	10,000	0.29%
Private Corporate Bodies		
M/s. S.R.T. Investments Private Limited	66,599	1.94%
M/s. Compar Investments Private Limited	3,14,815	9.15%
NRIs		
Mr. Vinay Chilakapati	3,32,996	9.68%
Mr. Anjan Malik	1,92,688	5.60%
Other NRIs	57,085	1.65%
Resident Individuals		
Ms. P. Rajashree	95,141	2.76%
Adhiraj Parthasarathy	4,42,222	12.86%
C. Parthasarathy	9,28,889	27.00%
Dr. C. R. R. Rajagopalan	5,51,667	16.04%
Kokila Parthasarathy	1,09,259	3.18%
Rajat Parthasarathy	3,38,333	9.84%
TOTAL	**34,39,694**	**100.00%**

*The percentage is calculated on the total shareholding before January 25, 2007.

Note: Please note that Platex Limited was allotted 2,40,35,862 Equity Shares of Rs. 10 each (amounting to 80% of the paid up share capital of PVP Ventures Private Limited) on January 25, 2007 together with certain other individual/body corporate

5. INFORMATION OF PLATEX LIMITED (“PLATEX”/“PAC”)

5.1. Platex Limited was incorporated on October 26, 2006 under the laws of Mauritius, with its registered and corporate office located at 10 Frere Felix de Valois Street, Port Louis, Mauritius. Tel No: +230 202 9932; Fax No: 230 212 5265

5.2. Platex was incorporated as an investment holding company for PVP Ventures Private Limited, the Acquirer and the other subsidiaries of PVP Ventures Private Limited.

5.3. The paid up capital of Platex is US$ 54,15,000 (equivalent to Rs 23,90,26,400) (Exchange rate 1 US $ = 44.16INR, Source: Bloomberg as on March 9, 2007) consisting of 54,15,000 equity shares each of face value US$ 1 per equity share.

6. INFORMATION ON MR. PRASAD V. POTLURI (“PAC”)

6.1. Mr Prasad V Potluri normally resides at Plot No 1277, Road No 63A, Jubilee Hills, Hyderabad 500033. Tel No: 040 2342 0800. His passport number is Z1715018. Mr. Prasad V. Potluri’s address in the United States is 26, Avenue at Port Imperial, Apartment No. 435, West New York, NJ – 07093, USA. Mr. Prasad V. Potluri has been appointed as the Managing Director and Chief Executive Officer of PVP Ventures Private Limtied w.e.f. April 20, 2007.

6.2. Mr. Prasad V. Potluri has been a serial entrepreneur in the outsourcing services arena and has a track record of interfacing with both US and Indian Markets. His expertise lies in building successful organizations based on organic growth and inorganic consolidation. He has been a CEO/Founder of several companies such as Procon Inc (1996), Albion Orion Company LLC (2000), Irevna Limited UK (2001) and Maven Corp (2003) and also holds investments in other companies. Presently Mr. Prasad Potluri is not associated with any of the above companies and is not a CEO or Founder or any of these companies. There are no material contingent liabilities and litigations against Mr. Prasad V Potluri.

6.3. Mr. Prasad V. Potluri has been appointed as the Managing Director and Chief Executive Officer of PVP Ventures Private Limited w.e.f. April 20, 2007. Mr. Prasad V Potluri is not a full time director in any other company and he, along with PACs, do not hold a controlling stake in any listed company.

6.4. As per the statement of affairs, relevant investment records, valuation report on lands held by companies and bank statements the networth of Mr. Prasad V Potluri as at February 20, 2007 is Rs 845.69 crores as certified by Lalith Prasad and Co, Chartered Accountants signing partner Mr. S Lalith Prasad having membership no. 23665, contact no 040 2339 9229/ 2332 7250, address: 402, Golden Green Apt., 6-3-542/1, Panjagutta, Hyderabad 500 082.

7. INFORMATION OF TARGET COMPANY

7.1. As on the date of this Public Announcement, the Board of Directors of the Target Company Limited comprises of 8 directors: Mr. Kalpathi S. Suresh (Chairman & CEO), Mr. Kalpathi S Aghoram (Vice Chairman & Managing Director), Mr. Kalpathi S. Ganesh (Director - Projects), Mr. D.V. Narasingarao (Non-executive Director), Mr. R. Manoharan (Non-executive Director), Mr. N.S. Kumar (Non-executive Director), Mr. R. Nagarajan (Non-executive Director), Mr. P. Sudhir Rao (Non-executive Director). None of these directors represent the Acquirer Group.

7.2. Target company has not complied with Regulation 6(2), 6(4 & 8(3) for the years 1997-2004. This attracts penalty under section 15A(b) of the SEBI Act. SEBI may initiate action against the Target Company for such non compliance

7.3 Based on the latest audited annual accounts of the Target Company, the financial ratios of the Target Company are as follows: (Amounts in Rs.)

Other Financial Data	Year Ending September 30, 2004	Year Ending September 30, 2005	Year Ending September 30, 2006
Dividend (%)	-	-	-
Earning Per Share	(32.24)	(1.53)	1.39
Return on Networth	(36.65%)	(1.62%)	3.94%
Book Value Per Share	87.96	75.43	35.39

*Note: Formulas for the Financial Ratios :

Earnings per Share	:	Profit after Tax/Total No of Shares outstanding
Return on Networth	:	(Net Profit after Tax) *100/Net Worth (Paid up Capital + Reserves & Surplus)
Book Value per Share	:	Net Worth /Total No of Shares outstanding

8. DISCLOSURE IN TERMS OF REGULATION 21(2)

As per the listing agreement with the Stock Exchanges, the Target Company is required to maintain at least 25% public shareholding for listing on a continuous basis. Upon closure of the Offer (assuming full acceptance) the shareholding of the non-promoters in the Target Company will not fall below the requirements of continuous listing of the Stock Exchanges as applicable to the Target Company.

9. FINANCIAL ARRANGEMENTS

9.1. The total funding requirement for the Offer (assuming full acceptance) i.e. for the acquisition of up to 1,15,76,764 Shares at the Offer Price of Rs 208 per share is Rs 240,79,66,912 (Rupees two hundred forty crores, seventy nine lakhs, sixty six thousand, nine hundred and twelve only) (the “Maximum Consideration”)

9.2. By way of security for performance of its obligations under the SEBI (SAST) Regulations, a cash deposit of Rs.39,20,00,000 (“Escrow Amount”) which represents more than 25% for the first Rs. 100 crores of the Maximum Consideration and 10% thereafter on the balance of the Maximum Consideration payable under the Offer, in accordance with Regulation 28 of the SEBI (SAST) Regulations has been deposited by the Acquirer with Development Credit Bank Limited, a banking corporation incorporated under the laws of India and having its registered office at 154, S.V. Patel Road (East), Dongri, Mumbai 400 009, India and acting through its branch office at S. R. Nagar, Hyderabad-500083 (“Escrow Bank”). The Acquirer, JM Financial and the Escrow Bank have entered into an Open Offer Escrow Agreement (the “Open Offer Escrow Agreement”) in accordance with Regulation 28 of the SEBI (SAST) Regulations. JM Financial has been duly authorized to realize the value of the aforesaid Escrow Amount in terms of the SEBI (SAST) Regulations.

9.3. The entire Escrow Amount required to be deposited in accordance with SEBI (SAST) Regulations has been deposited in cash.

9.4. Lalith Prasad and Co, is the Statutory Auditor of the Acquirer. Signing partner, Mr S Lalith Prasad having membership number as 23665, has vide their letter dated February 24, 2007 confirmed based on the basis of funds available with Acquirer / unutilized credit line, that Acquirer and the PACs have sufficient means and capability for meeting its obligations under the SEBI (SAST) Regulations. Lalith Prasad and Co has its office located at 402 Goleden Green Apartments, 6-3-542/1, Panjagutta, Hyderabad 500 082. (Tel: 040 23399229/23327250, Fax: 040 23320023).

As per the Bank Statement of Platex Limited for June 2007 the available balance in the Bank Account is US$ 68 million (equivalent to Rs 274,17,60,000) (Exchange rate 1 US $ = 40.32 INR, Source: Bloomberg as on July 20, 2007) and the unutilized credit line in terms of the facility agreement is US$ 25 million (equivalent to Rs. 100,80,00,000) (Exchange rate 1 US $ = 40.32 INR, Source: Bloomberg as on July 20, 2007).

9.5. Based on the above and in light of the Escrow Amount, JM Financial is satisfied with the ability of Acquirer to implement the Offer in accordance with the SEBI (SAST) Regulations as firm financial arrangements are in place to fulfill the obligations under the SEBI (SAST) Regulations.

9.6. Find below the total fund requirement for the acquisition of SSI Limited and the Target Company:

Particulars	Amount (Rs crore)
Acquisition of 78,14,315 shares by the Acquirer constituting 13.5% of the share capital of SSI Limited from K.S. Aghoram on February 23, 2007 through an off market transaction	162.53
Acquisition of 2,17,06,432 equity shares through the Share Purchase Agreement dated February 25, 2007 constituting 37.5% of the share capital of the Target Company *	451.49
Open Offer for the acquisition of upto 1,15,76,764 equity shares of SSI Limited at an Offer Price of Rs. 208 per equity share	240.79
Open Offer for the acquisition of upto 15,27,323 equity shares of Telephoto Entertainments Limited at an Offer Price of Rs. 31.50 per equity share	4.81
TOTAL	**859.62**

* An advance of Rs. 44.1 crore has already been paid by the Acquirer to the Sellers

For details related to the financial arrangements of the entire process/transaction i.e. for the acquisition of SSI Limited and the Open Offer kindly refer to clause 1.3 & 1.4

10. REVISED SCHEDULE OF ACTIVITIES

Securities and Exchange Board of India (“SEBI”) issued its observations/comments on the draft Letter of Offer on July 13, 2007. The dates with respect to various activities as per the disclosures made in the PA have undergone a change. Letter of Offer along with the Form of Acceptance cum Acknowledgment and Form of Withdrawal is being dispatched to the shareholders of SSI and the revised schedule of activities is as follows:

Activity	Original Date & Day	Revised Date & Day
Public Announcement	February 27, 2007 (Tuesday)	Unchanged
Specified Date*	March 9, 2007 (Friday)	Unchanged
Last date for a competitive bid	March 20, 2007 (Tuesday)	Unchanged
Date by which Letter of Offer to be dispatched to shareholders	April 13, 2007 (Friday)	July 30, 2007 (Monday)
Date of opening of the Offer	April 20, 2007 (Friday)	August 3, 2007 (Friday)
Last date for upward revision of the Offer Price / number of Shares	April 27, 2007 (Friday)	August 9, 2007 (Thursday)
Last Date for withdrawing acceptance of the Offer	May 3, 2007 (Thursday)	August 16, 2007 (Thursday)
Date of closing of the Offer	May 9, 2007 (Wednesday)	August 22, 2007 (Wednesday)
Last date of communicating rejection/acceptance and payment of consideration for accepted tenders and/or the un accepted equity shares/share certificates will be dispatched/credited	May 24, 2007 (Thursday)	September 6, 2007 (Thursday)

*Specified date is only for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of the Shares (except Acquirer Group, and Sellers) are eligible to participate in the Offer anytime before the closing of the Offer

11. GENERAL

This announcement should be read in conjunction with the PA. The terms not defined herein will have the same meaning as defined in the PA and the Letter of Offer dated July 28, 2007. All other terms and conditions in the Open Offer remain unchanged. For more details please refer to the Letter of Offer dated July 28, 2007.

The Acquirer and the PACs accept full responsibilities for the information contained in this corrigendum to the PA and also for the obligations of the Acquirer and PACs as laid down in the SEBI (SAST) Regulations.

This corrigendum to the Public Announcement will also be available on the SEBI's website (www.sebi.gov.in). Eligible persons to the Offer may also download a copy of the Letter of Offer, Form of Acceptance cum Acknowledgment and Form of Withdrawal, which will also be available on the SEBI's website from the Offer opening date i.e. August 3, 2007.

OFFER OPENS ON : AUGUST 3, 2007 OFFER CLOSES ON : AUGUST 22, 2007

ISSUED BY THE MANAGER TO THE OFFER	ADVISOR TO THE TRANSACTION	REGISTRAR TO THE OFFER
JM FINANCIAL **JM Financial Consultants Private Limited** 141, Maker Chambers III, Nariman Point, Mumbai 400 021 Tel.: +91-22-6630 3030 Fax.: +91-22-2204 7185 Email: ssi@jmfinancial.in Contact Person: Ms. Poonam Karande	MAPE Advisory Group ADVISORY FOR GROWTH **MAPE Advisory Group Pvt Ltd.** # 7C, 7th Floor, P M Towers 37, Greams Road Chennai 600 006 Phone +91-44-2829-5377/ 8 E-mail: vikram@mapegroup.com Contact Person: Mr. Vikram Kankaria	CAMEO **Cameo Corporate Services Ltd.** Subramanian Building, No.1 Club House Road, Chennai 600 002 Phone +91-44-28460390/91/92/93/94 Fax: +91-44-28460129 Email: pvpventures@cameoindia.com Contact Person: Mr. A. Sivasubramanian

Fortune 2214

Issued by JM Financial Consultants Private Limited (“Manager to the Offer”) for and on behalf of the PVP Enterprises Private Limited (“ACQUIRER”), PVP Ventures Private Limited, Pltaex Limited and Mr. Prasad V. Potluri. (Collectively “PACs”)

Place: Mumbai

Date: July 30, 2007

Size : 35 cms X 32.9 cms