Post Offer Advertisement under Regulation 18(12) in terms of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, for the public shareholders of

SUPER SALES INDIA LIMITED

Registered Office: 34-A, Kamaraj Road, Coimbatore - 641 018, Tamil Nadu.
CIN: L17111TZ1981PLC001109
Phone: +91 422 2222404-06; Fax: +91 422 2221427; Website: www.supersales.co.in

Open offer ("Offer") for acquisition of up to 7,98,590 fully paid-up equity shares of face value of ₹ 10 each (each an "Equity Share") from the public shareholders of Super Sales India Limited ("Target Company") by Lakshmi Cargo Company Limited ("LCCL") and Lakshmi Life Sciences Limited ("LLSL") (LCCL and LLSL are collectively referred to as the "Acquirers"), and Sri. Sanjay Jayavarthanavelu ("PAC")

This Post Offer Advertisement is being issued by Axis Capital Limited ("**Manager to the Offer**"), on behalf of the Acquirers and the PAC, in connection with the Offer made by the Acquirers along with the PAC, in compliance with Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("**SEBI (SAST) Regulations**"). The detailed public statement ("**DPS**") with respect to this Offer was published on May 19, 2014 (Monday) in Financial Express (English daily), Jansatta (Hindi daily), Navshakti (Marathi daily) and Makkal Kural (Tamil daily).

1. Name of the Target Company : Super Sales India Limited
2. Names of the Acquirers and PAC : Acquirers - Lakshmi Cargo Company Limited and Lakshmi Life Sciences Limited
   PAC - Sri. Sanjay Jayavarthanavelu
3. Name of the Manager to the Offer : Axis Capital Limited
4. Name of the Registrar to the Offer : S.K.D.C Consultants Limited
5. Offer details :
   a) Date of Opening of the Offer : July 22, 2014 (Tuesday)
   b) Date of Closure of the Offer : August 5, 2014 (Tuesday)
6. Date of payment of consideration : August 19, 2014 (Tuesday)
7. Details of acquisition:

Sl. No.	Particulars	Proposed in the Offer Document		Actuals	
7.1	Offer price	₹ 461/-		₹ 461/-	
7.2	Aggregate number of shares tendered	7,98,590**		9,99,364	
7.3	Aggregate number of shares accepted	7,98,590**		7,98,590	
7.4	Size of the Offer (Number of shares multiplied by offer price per share)	₹ 36,81,49,990/-**		₹ 36,81,49,990/-	
7.5	Shareholding before Agreements / Public Announcement (No. & %):				
	• Acquirers	81,000 (2.64%)		81,000 (2.64%)	
	• PAC	2,16,288 (7.04%)		2,16,288 (7.04%)	
	• Other promoter group entities	3,81,322 (12.41%)		3,81,322 (12.41%)	
7.6	Shares acquired by way of agreements: • Number • % of fully diluted equity share capital	Not applicable		Not applicable	
7.7	Shares acquired by way of open offer:				
	• Number	7,98,590**		7,98,590	
	• % of fully diluted equity share capital	26%**		26%	
7.8	Shares acquired after DPS: • Number of shares acquired • Price of the shares acquired • % of fully diluted equity share capital	Nil		Nil	
7.9	Post offer shareholding:	Number	% of fully diluted equity share capital	Number	% of fully diluted equity share capital
	• Acquirers	8,79,590**	28.64%**	8,79,590	28.64%
	• PAC	2,16,288	7.04%	2,16,288	7.04%
	• Other promoter group entities	3,81,322	12.41%	3,81,322	12.41%
7.10	Pre offer shareholding of the public				
	• Number	23,92,890		23,92,890	
	• % of fully diluted equity share capital	77.91%		77.91%	
	Post offer shareholding of the public				
	• Number	15,94,300**		15,94,300	
	• % of fully diluted equity share capital	51.91%**		51.91%	

*** Assuming full acceptance in the Offer*

8. The Acquirers and their respective directors, and the PAC, severally and jointly accept full responsibility for the information contained in this Post Offer Advertisement and also for the obligations under the SEBI (SAST) Regulations.
9. A copy of this Post Offer Advertisement will be available on the websites of Securities and Exchange Board of India (www.sebi.gov.in) and BSE Limited (www.bseindia.com), and the registered office of the Target Company.

Issued by the Manager to the Offer for and on behalf of the Acquirers and the PAC

AXIS CAPITAL

AXIS CAPITAL LIMITED
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Contact person: Mr. Vivek Toshniwal

Date: August 20, 2014 **Place: Mumbai**