OFFER OPENING PUBLIC ANNOUCEMENT

SHREE SURGOVIND TRADELINK LIMITED

Regd. Office : 103/1, 1st floor, Angel Complex, Behind Bluestar Complex, Navjeevan, Ahmedabad – 380 014

This advertisement is being issued by Arihant Capital Markets Limited, Manager to the Offer on behalf of **Mr. Virat Sevantilal Shah , Mr. Alok Virat Shah and Mr. Rajan Sevantilal Shah (“Acquirers”)**, pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011, as amended (**"SEBI SAST Regulations"**) in respect of Open Offer to acquire 13,02,600 Equity Shares, constituting 26% of the voting Equity Share Capital (the **"Offer"**) of **Shree Surgovind Tradelink Limited (“Target Company”)**. The Detailed Public Statement (**"DPS"**) with respect to the aforementioned Offer was published on February 11, 2013 in Financial Express (English, all editions); Jansatta (Hindi, all editions); Navshakti (Marathi, Mumbai edition) and Bindu (Gujarati, Ahmedabad edition).

1. The offer price is Rs. 7/- (Rupees Seven only) per Equity Share (“**Offer Price**”) payable in cash. There has been no revision in the Offer Price.
2. The Committee of Independent Directors (**“IDC”**) Of the Target Company have issued following recommendation (relevant extracts) on the offer :
   IDC believes that the Offer is fair and reasonable based on the following reasons:
   A. IDC looked at the Fair Value determined in accordance with parameters of Regulation 8(2)(e) viz. Book Value, EPS, Return on Net Worth, price paid by the Acquirers for acquisition through SPAs etc. and was convinced that the offer price of Rs. 7/- per Equity Share has been computed in accordance with the SEBI SAST Regulations.
   B. The Offer Price of Rs. 7/- per Equity Share of the Target Company, is significantly higher than the Volume weighted average price paid/payable for acquisitions during the 52 weeks preceding the date of public announcement.
   Recommendation of IDC of the Target Company was published on April 9, 2013 in same newspapers, as mentioned above, wherein the DPS was published.
3. This is not a competing offer. There has been no competing offer to this Offer.
4. The Letter of Offer (**“LOF”**) has been dispatched to all registered Shareholders of the Target Company on April 1, 2013.
5. Please note that a copy of the LOF, including Form of Acceptance, is also available on Securities and Exchange Board of India (**“SEBI”**) website (http://www.sebi.gov.in/). Registered / unregistered Shareholders if they so desire may also apply on the Form of Acceptance downloaded from SEBI's 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 of the Shareholder, address, number of Equity Shares held, number of Equity Shares tendered, distinctive numbers, folio numbers together with the original share certificate(s), valid transfer forms duly executed and witnessed along with the self attested copy of PAN card of all shareholders should be sent to the Registrar to the Offer;
   b) In case of dematerialized shares: Name of the Shareholder, address, number of Equity Shares held, number of Equity Shares tendered, DP name, DP ID, beneficiary account number and a photocopy or counterfoil of the delivery instructions in “off market" mode or counterfoil of the delivery instruction in “off market” mode duly acknowledged by the depository participant, in favour of the following Depository Escrow Account:

Depository Participant Name	LKP Securities Limited	**Depository**	Central Depository Services (I) Ltd
DP ID	12030000	**Client ID**	00646487
Account Name	“SHREE SURGOVIND TRADELINK LTD - OPEN OFFER - ESCROW ACCOUNT OPERATED BY ADROIT CORPORATE SERVICES PRIVATE LIMITED ”		

   Shareholders who wish to transfer their shares to the above mentioned escrow account from a demat account maintained with NSDL, should use “inter depository” delivery instruction slip
   The Equity Share certificate(s), transfer deed, Form of Acceptance and other documents, as required should be sent only to the Registrar to the Offer, **Adroit Corporate Service Pvt Ltd, 17-20 Jaferbhoy Ind. Estate, 1st floor, Makwana Road, Marol, Andheri (E), Mumbai – 400 059**, so as to reach the Registrar to the Offer on or before Friday, April 29, 2013 (i.e. the date of closing of the Tendering Period.)
6. All the changes to LOF suggested by SEBI vide their letter dated March 22, 2013 bearing reference number CFD/DCR/TO/DV/OW/7120/2013, in terms of Regulation 16(4) of SEBI SAST Regulations, have been incorporated in the LOF.
7. Schedule of Activities

Activity	Original Schedule	Revised Schedule
Public Announcement (PA) Date	Tuesday, February 5, 2013	Tuesday, February 5, 2013
Detailed Public Statement Date	Monday, February 11, 2013	Monday, February 11, 2013
Last date for competing offer	Tuesday, March 5, 2013	Tuesday, March 5, 2013
Identified Date *	Thursday, March 14, 2013	Tuesday, March 26, 2013
Date when the LOF was despatched	Thursday, March 21, 2013	Thursday, April 1, 2013
Date of commencement of tendering period	Monday, April 1, 2013	Friday, April 12, 2013
Date of closure of tendering period	Monday, April 15, 2013	Monday, April 29, 2013
Date by which all requirements including payment of consideration would be completed	Thursday, May 2, 2013	Tuesday, May 14,2013
Date by which the underlying transaction which triggered Open Offer will be completed	Latest within 30 days from the completion of all the formalities relating to the Open Offer	

* Identified date is only for the purpose of determining the shareholders to whom the LOF shall be sent.

Capitalized terms used in this announcement, but not defined, shall have the same meaning assigned to them in the PA, DPS and the LOF.

The Acquirers accept full responsibility for the information contained in this Announcement and also for ensuring compliance with the SEBI SAST Regulations.

On Behalf of the Acquirers, issued by the Manager to the Offer

ARIHANT capital markets ltd.
Merchant Banking Division
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Email: mbd@arihantcapital.com; **Website:** www.arihantcapital.com
Contact Person: Mr. Satish Kumar P / Mr. Sameer Purohit

Place : Mumbai

Date: April 10 , 2013