M/S SWADESHI INDUSTRIES AND LEASING LIMITED

("SILL" /"TARGET COMPANY"/"TC")

Registered Office: 104, 1st floor, Emp-36, Thakur village, Uranus co-op Hsg. Society, Kandivali (E), Mumbai - 400101.
Phone No. 022 - 28700369, Email id: swadeshiindustries@gmail.com.

Advertisement under Regulation 18 (7) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. This Advertisement is being issued by Comfort Securities Limited, Manager to the offer, on behalf of Chin Info Tech Private Limited, Acquirer pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011 in respect of the open offer to acquire shares of the Swadeshi Industries and Leasing Limited, Target company. The Detailed Public Statement with respect to the aforementioned offer was made on 16.11.2011 in the Financial Express, Jansatta all editions and Navshakthi, Mumbai edition news papers
2. Offer Price is Rs. 15/- per Equity Share and there is no revision in the offer price.
3. The Committee of Independent Directors of Target Company has given their comments on the Open offer on 30th December 2011 and it was published on 31st December 2011 in the same news papers in which the Detailed Public Statement was published i.e in Financial Express, Jansatta all editions and Navshakthi, Mumbai edition
4. It is not a competing offer.
5. The Letter of Offer dated 27th July 2012 has been dispatched to the shareholders on 02nd August 2012.
6. The Letter of Offer along with form of acceptance would also be available at SEBI website (http://www.sebi.gov.in/) . In case of non receipt of Letter of Offer or Form of acceptance, the shareholders can also download from the website of SEBI for applying in the offer. Further, the shareholders have also option 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, address, distinctive numbers, folio nos. number of shares tendered.
   b. In case of dematerialized shares: Name, address, number of shares tendered/withdrawn, DP name, DP ID, Beneficiary account no. and a photocopy of delivery instruction in "off market" mode or counterfoil of the delivery instruction in "off market" mode, duly acknowledged by the DP in favour of the Depository Escrow Account.
7. All the changes suggested by SEBI in their comments vide letter no. CFD/DCR/SKS/SG/OW/38659/2011 dated December 23, 2011 has been incorporated in the Letter of Offer.
8. The Target company has received in principle approval from Bombay Stock Exchange Limited vide letter no. DCS/PREF/BS/PRE/667/11-12 dated 8th December 2011 for the preferential issue of 15,00,000 equity shares and allotted the shares on 20th December 2011 to the Chin Info Tech Private Limited, Acquirer company.
9. The Acquirer company has received approval from SEBI for the open offer on Friday, 23rd December 2011. However SEBI has prohibited the Acquirer from buying, selling or dealing in the securities market vide order no. WTM/PS/IVD-ID5/42/2011/DEC dated 28th December 2011. Therefore the Acquirer has not proceeded further with the open offer. However the Acquirer has received the letter from SEBI regarding that the proposed open offer is in compliance of a statutory obligation and therefore, keeping it in view and also in the interest of shareholders who are entitled to have an exit opportunity, the Acquirer can go ahead with the open offer vide letter no. CFD/DCR/AKD/SG/OW/16429/2012 dated 2nd July 2012 which was received on 25th July 2012.
10. **Schedule of Activities**

Activity	Day and Date
Public Announcement (PA) Date	Wednesday, 9th November 2011
Detailed Public Statement (DPS) Date	Wednesday, 16th November 2011
Identified Date	Thursday, 26th July 2012
Last date for making a competing offer	Thursday, 8th December 2011
Date when Letter of Offer were dispatched	Thursday, 2nd August 2012
Date of commencement of tendering period	Thursday, 9th August 2012
Date of closure of tendering period	Friday, 24th August 2012
Date by which the acceptance /rejection would be intimated and the corresponding payment for the acquired shares and /or the share certificate for the rejected shares will be dispatched.	Friday, 7th September 2012
Date by which the underlying transaction which triggered open offer will be completed.	Friday, 14th September 2012

Issued by Manager to the Offer on behalf of M/s. Chin Info Tech Private Limited:

COMFORT

COMFORT SECURITIES LIMITED
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Email: mayurithakkar@comfortsecurities.co.in
Website: www.comfortsecurities.co.in

Place: Mumbai

Date: 6th August 2012