POST OFFER ADVERTISEMENT FOR THE ATTENTION OF THE SHAREHOLDERS OF

TASTY BITE EATABLES LIMITED

Registered Office: 204, Mayfair Towers, Wakdewadi, Shivajinagar, Pune, Maharashtra - 411 005
Tel.: +91 20 30216000/25531105/25530801; Fax: +91 20 30216035

OPEN OFFER ("OFFER") FOR ACQUISITION OF UP TO 6,61,490 (SIX LAKHS SIXTY ONE THOUSAND FOUR HUNDRED AND NINETY) FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF INR 10 (INDIAN RUPEES TEN) EACH ("EQUITY SHARES"), REPRESENTING 25.78% (TWENTY FIVE POINT SEVEN EIGHT PERCENT) OF THE FULLY DILUTED VOTING EQUITY SHARE CAPITAL OF TASTY BITE EATABLES LIMITED ("TARGET COMPANY"), AS OF THE 10TH WORKING DAY FROM DATE OF CLOSURE OF THE TENDERING PERIOD OF THE OFFER, FROM THE PUBLIC SHAREHOLDERS OF TASTY BITE EATABLES LIMITED ("TARGET COMPANY"), BY KAGOME CO., LTD. ("ACQUIRER") ALONG WITH PREFERRED BRANDS FOODS (INDIA) PRIVATE LIMITED ("PAC"), IN ITS CAPACITY AS THE PERSON ACTING IN CONCERT WITH THE ACQUIRER. SAVE AND EXCEPT FOR THE PAC, NO OTHER PERSON IS ACTING IN CONCERT WITH THE ACQUIRER FOR THE PURPOSE OF THIS OFFER.

This advertisement ("**Post Offer Advertisement**") is being issued by ICICI Securities Limited (hereinafter referred to as "**Manager to the Offer**"), on behalf of the Acquirer along with the PAC, in connection with the Offer, in compliance with Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended ("**SEBI (SAST) Regulations**").

The detailed public statement dated May 22, 2015 ("**DPS**") with respect to the Offer was published in the following newspapers:

Newspaper	Language	Editions
Financial Express	English	All editions
Jansatta	Hindi	All editions
Mumbai Lakshadeep	Marathi	Mumbai edition
Loksatta	Marathi	Pune edition

1. Name of the Target Company: Tasty Bite Eatables Limited
2. Name of the Acquirer and PAC:
   i. Acquirer: Kagome Co., Ltd.
   ii. PAC: Preferred Brands Foods (India) Private Limited
3. Name of the Manager to the Offer: ICICI Securities Limited
4. Name of the Registrar to the Offer : Cameo Corporate Services Limited
5. Offer Details:
   a. Date of opening of the Offer: Tuesday, October 27, 2015
   b. Date of closure of the Offer: Monday, November 09, 2015
6. Date of payment of consideration and communication of rejection / acceptance: November 19, 2015
7. Details of Acquisition:

<table>
<tr><th>Sl. No.</th><th>Particulars</th><th colspan="2">Proposed in the Letter of Offer</th><th colspan="2">Actuals</th></tr>
<tr><td>7.1</td><td>Offer Price per Equity Share (₹)</td><td colspan="2">662.40</td><td colspan="2">662.40</td></tr>
<tr><td>7.2</td><td>Aggregate number of Equity Shares tendered</td><td colspan="2">Not Applicable</td><td colspan="2">300* (100 Equity Shares in dematerialized form and 200 Equity Shares in physical form)</td></tr>
<tr><td>7.3</td><td>Aggregate number of Equity Shares accepted</td><td colspan="2">6,61,490</td><td colspan="2">300</td></tr>
<tr><td>7.4</td><td>Size of the Offer (₹)
(Number of Equity Shares multiplied by Offer Price per Equity Share)</td><td colspan="2">43,81,70,976.00</td><td colspan="2">1,98,720.00</td></tr>
<tr><td>7.5</td><td>Shareholding of the Acquirer and PAC before agreements/Public Announcement (No. & % of Equity Capital)</td><td colspan="2">19,04,510
74.22%</td><td colspan="2">19,04,510
74.22%</td></tr>
<tr><td>7.6</td><td>Equity Shares acquired or to be acquired by way of agreements
• Number
• % of Fully Diluted Equity Share Capital</td><td colspan="2">Not Applicable
Not Applicable</td><td colspan="2">Not Applicable
Not Applicable</td></tr>
<tr><td>7.7</td><td>Equity Shares acquired by way of Open Offer
• Number
• % of Fully Diluted Equity Share Capital</td><td colspan="2">6,61,490
25.78%</td><td colspan="2">300
0.01%</td></tr>
<tr><td>7.8</td><td>Equity Shares acquired after Detailed Public Statement
• Number of shares acquired
• Price of the shares acquired
• % of the shares acquired</td><td colspan="2">Nil
Not Applicable
0.00%</td><td colspan="2">Nil
Not Applicable
0.00%</td></tr>
<tr><td>7.9</td><td>Post Offer shareholding of Acquirer and PAC
• Number
• % of Fully Diluted Equity Share Capital</td><td colspan="2">25,66,000
100.00%</td><td colspan="2">19,04,810
74.23%</td></tr>
<tr><td rowspan="2">7.10</td><td rowspan="2">Pre & Post Offer shareholding of the Public
• Number
• % of Fully Diluted Equity Share Capital</td><th>Pre Offer</th><th>Post Offer</th><th>Pre Offer</th><th>Post Offer</th></tr>
<tr><td>6,61,490
25.78%</td><td>Nil
Nil</td><td>6,61,490
25.78%</td><td>6,61,190
25.77%</td></tr>
</table>

**Net of technical rejections*

8. The Acquirer along with its 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 is expected to be available on the websites of SEBI and BSE Limited and at the registered office of the Target Company.
10. Capitalized terms used herein but not specifically defined shall have the same meaning as ascribed to them in the Letter of Offer dated October 15, 2015 issued by the Acquirer and the PAC.

ISSUED FOR AND ON BEHALF OF THE ACQUIRER AND THE PAC BY THE MANAGER TO THE OFFER

ICICI SECURITIES LIMITED
ICICI Centre, H.T. Parekh Marg, Churchgate, Mumbai 400 020, India
Tel.: (+91 22) 2288 2460; **Fax:** (+91 22) 2282 6580
Email: tbel.openoffer@icicisecurities.com; **Website:** www.icicisecurities.com
Contact Person: Mr. Ayush Jain/Mr. Vishal Kanjani
SEBI Registration Number: INM000011179

Date : November 21, 2015
Place : Mumbai