TATA

THE TINPLATE COMPANY OF INDIA LIMITED

Registered office at 4, Bankshall Street, Kolkata 700 001, West Bengal, India. Tel: +91 33 2243 5401, Fax: +91 33 2230 4170

OFFER OPENING PUBLIC ANNOUNCEMENT

This advertisement is being issued by ICICI Securities Limited **("Manager to the Offer")** on behalf of Tata Steel Limited **("Acquirer")** 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 the voluntary open offer to acquire 14,653,470 equity shares of The Tinplate Company of India Limited **("Target")** having a face value of ₹10 each **("Equity Shares")**, representing 14% of the Equity Share Capital of the Target **("Offer")**. The detailed public statement **("DPS")** with respect to the Offer was published on June 22, 2012 in the following newspapers:

Newspaper	Language	Editions	Date of Publication
Financial Express	English	All	June 22, 2012
Indian Express	English	All	June 22, 2012
Jansatta	Hindi	All	June 22, 2012
Loksatta	Marathi	All	June 22, 2012
Sakalbela	Bengali	All	June 22, 2012

1. The offer price is ₹60 (Rupees Sixty only) per Equity Share **("Offer Price")**. There has been no revision to the Offer Price.
2. The committee of independent directors **("IDC")** of the Target has issued the following recommendation (relevant extract) on the Offer: IDC believes that the Offer is fair and reasonable on the basis of following reasons:
   - IDC looked at the Volume Weighted Average Price **("VWAP")** of the Target and found that the Offer Price is at a premium to the VWAP of the Equity Shares computed in accordance with SEBI (SAST) Regulations.
   - IDC has perused the Share Valuation Report received from the Independent Advisors i.e. Ernst & Young Merchant Banking Services Pvt. Ltd. which also indicates that the Offer Price is at a premium to the value ascertained by them.

   Recommendation of IDC was published on August 1, 2012 in the above mentioned newspapers.
3. There has been no competitive bid to this Offer.
4. The letter of offer dated July 25, 2012 **("LOF")** has been dispatched to all the Shareholders of the Target by July 31, 2012.
5. The attention of Shareholders is invited to the fact that the LOF along with Form of Acceptance is also available at the SEBI website (http://www.sebi.gov.in/) and downloading the Form of Acceptance from this website for applying in the Offer is one of the alternatives available to the Shareholders. Further, in case of non-receipt / non-availability of Form of Acceptance, the application can be made on plain paper along with the following details:
   a. In the case of Equity Shares held in physical form: Name, address, number of Equity Shares held, number of Equity Shares offered, 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 Equity Shares held in dematerialized form: Name, address, number of Equity Shares held, number of Equity Shares offered, DP name, DP ID, beneficiary account number and a photocopy or counterfoil of the delivery instructions in "Off market" mode, duly acknowledged by the beneficial owners depository participant, in favour of the Special Depository Account:

Depository Participant ("DP") Name	Axis Bank Ltd.
DP ID	IN300484
Client ID	15415009
Account Name	Escrow DP Account - Tinplate - Open Offer
Depository	NSDL

   Shareholders having their beneficiary account in CDSL have to use inter-depository delivery instruction slips for crediting their Equity Shares in favour of the Special Depository Account "ESCROW DP ACCOUNT - TINPLATE - OPEN OFFER" maintained with NSDL. Above mentioned documents should be sent to the Registrar to the Offer.
6. All observations received from SEBI by way of their letter dated July 24, 2012 with reference number CFD/DCR/TO/SA/OW/16533/12, in terms of Regulation 16(4) of SEBI (SAST) Regulations, have been incorporated in the LOF.
7. Schedule of Activities

Activity	Day and Date
Date of the PA	Friday, June 15, 2012
Date of the DPS	Friday, June 22, 2012
Last date of a competing offer	Friday, July 13, 2012
Identified Date*	Tuesday, July 24, 2012
Date by which the Letter of Offer will be dispatched to Shareholders	Tuesday, July 31, 2012
Last date for upward revision of Offer Price and/or Offer Size	Thursday, August 02, 2012
Last date for Board to give its recommendation	Friday, August 03, 2012
Date of public announcement for opening of the Offer	Monday, August 06, 2012
Date of commencement of Tendering Period (Offer opening date)	Tuesday, August 07, 2012
Date of closing of Tendering Period (Offer closing date)	Wednesday, August 22, 2012
Date by which all requirements including payment of consideration would be completed	Wednesday, September 05, 2012

** Date falling on the 10th working day prior to the commencement of the Tendering Period, for the purposes of determining the Shareholders to whom the Letter of Offer shall be sent. It is clarified that all owners of Equity Shares are eligible to participate in the Offer at any time before closure of the Tendering Period.*

Capitalized terms used in this advertisement, but not defined herein, shall have the same meanings assigned to such terms in the LOF.

Issued by Manager to the Offer

ICICI Securities

ICICI Securities Limited
ICICI Centre, H.T. Parekh Marg, Churchgate, Mumbai 400 020, India.
Tel: +91 22 2288 2460, Fax: +91 22 2282 6580
Contact Person: Mr. Manvendra Tiwari / Mr. Sumit Agarwal
E-mail: tcil.openoffer@icicisecurities.com, Website: www.icicisecurities.com
SEBI Registration Number: INM000011179

On behalf of
The Acquirer, **Tata Steel Limited**

Place: Mumbai
Date: August 05, 2012