

**CONCORDUM TO THE DETAILED PUBLIC STATEMENT AND
OFFER OPENING PUBLIC ANNOUNCEMENT TO THE SHAREHOLDERS OF
VINCENT COMMERCIAL COMPANY LIMITED**

(Registered Office: 'Vaibhav', 5th Floor, 4, Lee Road, Kolkata 700 020)

This Advertisement is being issued by VC Corporate Advisors Private Limited, on behalf of Mr. Shantilal D. Jain, Mr. Priyesh S. Jain, Mrs. Bharati S. Jain, Mrs. Nicky P. Jain and Mr. Bhavin S. Jain (hereinafter referred to as **"the 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 (**"Offer"**) for the acquisition of 1,47,340 (One Lac Forty Seven Thousand Three Hundred Forty) fully paid-up equity shares of Rs.10/- each, representing 25.16% of the equity and voting share capital of Vincent Commercial Company Limited (hereinafter referred to as the **"Target Company"** or **"VCCL"**). The Detailed Public Statement (**"DPS"**) pursuant to the Public Announcement (**"PA"**) made by the Acquirers has appeared in The Financial Express (English Daily) all editions, Jansatta (Hindi Daily) all editions and Aaj Kal (Bengali edition) on 25.03.2015.

1. The Offer Price is Rs. 33.10/- (Rupees Thirty Three and Paise Ten Only) per equity share payable in cash (**"Offer Price"**).
2. Committee of Independent Directors (**"IDC"**) of the Target Company recommend acceptance of the Open Offer made by the Acquirers, as the Offer Price of Rs. 33.10/- (Rupees Thirty Three and Paise Ten Only) per equity share, Offer Price is fair and reasonable and in accordance with SEBI (SAST) Regulations.
The recommendation of IDC was published in the aforementioned newspapers on 18.09.2015.
3. There has been no competitive bid to this Offer.
4. The Letter of Offer (**"LOF"**) has been dispatched to all the Shareholders of Target Company on 14.09.2015.
5. Please note that a copy of the LOF along with the Form of Acceptance-cum-Acknowledgement is available on the website of Securities and Exchange Board of India (SEBI), www.sebi.gov.in, and also on the website of Manager to the Offer, www.vccorporate.com and shareholders can also apply by downloading such forms from the 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 & Address of the first holder, name(s) & address(s) of joint holders, if any, registered folio no., share certificate no., distinctive nos., no. of the shares held, number of shares tendered together with the original Equity Share certificate(s), valid transfer deeds with the details of the Acquirers kept blank so as to reach the Registrar to the Offer on or before Closure to the Offer i.e. 07.10.2015.
- b. **In case of Dematerialized Shares:** Name, Address, Number of Equity Shares tendered, DP Name, DP ID, Beneficiary Account No. and a photocopy or counter folio of the delivery instruction in "Off-market" mode, duly acknowledged by the DP in favour of Special Depository Account:

DP NAME	R R S Shares & Stock Brokers Private Limited
DP ID	12029000
CLIENT ID	00038535
ACCOUNT NAME	PSIPL ESCROW A/C VINCENT OPEN OFFER
DEPOSITORY	CENTRAL DEPOSITORY SERVICES (INDIA) LIMITED

Shareholders having their beneficiary account in the National Securities Depository Limited ("NSDL") have to use inter depository delivery instruction for the purpose of crediting their equity shares in favour of the Special Depository Account with CDSL.

6. In terms of Regulation 16(1) of the SEBI (SAST) Regulations, the Draft Letter of Offer had been submitted to SEBI on 31.03.2015. We have received the final observations in terms of Regulation 16(4) of the SEBI (SAST) Regulations from SEBI vide its Letter No. CFD/DCR/SKS/24818/2015 dated 01.09.2015 which have been incorporated in the LOF.
7. **Any other material change from the date of PA: Not Applicable.**
8. **Schedule of Activities:**

Activities	Date	Day	Date	Day
Date of the PA	March 18, 2015	Wednesday	March 18, 2015	Wednesday
Publication of Detailed Public Statement in newspapers	March 25, 2015	Wednesday	March 25, 2015	Wednesday
Last date of a Competing Offer	April 20, 2015	Monday	April 20, 2015	Monday
Identified Date*	April 29, 2015	Wednesday	September 09, 2015	Wednesday
Date by which the Letter of Offer will be dispatched to the shareholders	May 08, 2015	Friday	September 14, 2015	Monday
Last date by which Board of the Target Company shall give its recommendation	May 13, 2015	Wednesday	September 18, 2015	Friday
Advertisement of Schedule of Activities for Open Offer, status of statutory and other approvals in newspapers and sending the same to SEBI, Stock Exchanges and Target Company	May 14, 2015	Thursday	September 21, 2015	Monday
Date of commencement of tendering period	May 15, 2015	Friday	September 22, 2015	Tuesday
Date of closing of tendering period	May 28, 2015	Thursday	October 07, 2015	Wednesday
Date by which communicating rejection/ acceptance and payment of consideration for applications accepted	June 11, 2015	Thursday	October 21, 2015	Wednesday

** Identified Date is only for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of equity shares of the Target Company (except the Acquirers and PAC) are eligible to participate in the Offer any time before the Closure of the Offer.*

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

ISSUED BY THE MANAGER TO THE OFFER ON BEHALF OF THE ACQUIRERS:

Manager to the Offer:



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