PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF THE YAMUNA SYNDICATE LIMITED

(Registered Office: Raduar Road, Yamuna Nagar - 135001(Haryana)

*This Public Announcement (**PA**) is being issued by the Manager to the Offer i.e., **D & A Financial Services (P) Limited**, on behalf of the Acquirers, namely **Mr. Ranjit Puri & Mr. Aditya Puri** (hereinafter collectively referred to as "Acquirers") along with Persons Acting in Concert, Mrs. Nina Puri and Mrs. Tanu Priya Puri (hereinafter collectively referred to as the "Persons Acting in Concert"/ PACs") pursuant to and in Compliance with Regulation 11(1) as required under the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 (hereinafter referred to as "**SEBI (SAST) Regulations, 1997**") and subsequent amendments thereto.*

1. THE OFFER

1.1 This Open Offer (the **"Open Offer"** or **"Offer"**) is being made by Mr. Ranjit Puri & Mr. Aditya Puri (hereinafter collectively referred to as the '**Acquirers**') along with Persons Acting in Concert namely Mrs. Nina Puri and Mrs. Tanu Priya Puri (hereinafter collectively referred to as the "Persons Acting in Concert"/ PACs") to acquire the equity shares of The Yamuna Syndicate Limited **("YSL" or "Target Company"),** a Public Limited Company incorporated under the Companies Act, 1956 (the "Companies Act") and having its Registered Office situated at Radaur Road, Yamuna Nagar-135001 (Haryana) pursuant to and in Compliance with Regulation 11(1) of the SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 1997 and subsequent amendments thereto.

1.2 The Acquirers have entered into a Share Purchase Agreement **[SPA]** on 03.09.2009 to acquire an aggregate of 13168 (Thirteen Thousand One Hundred and Sixty Eight Only) fully paid up equity shares of Rs.100/- each representing 6.22% of the total paid up share capital and resultant voting rights from the shareholders of YSL and that resulted the triggering of SEBI (SAST) Regulations, 1997. The Offer is not as a result of global acquisition resulting in indirect acquisition of the target company. The Sellers does not belong to any group as such. The name of sellers alongwith their sale consideration are given as under:

Sr. No.	Name of Sellers	No. of Shares	Sale Consideration (In Rs.)
1	Bandana Jain	1140	7,98,000.00
2	Dhruv Mehta	1000	7,00,000.00
3	Nirmal Kumar Jain	600	4,20,000.00
4	V D Verma	518	3,62,600.00
5	Santosh Kumar Gangwal	500	3,50,000.00
6	Vimal Kumar Jain	397	2,77,900.00
7	Adarsh Prashar	384	2,68,800.00
8	Sagar Mal Pandya	300	2,10,000.00
9	Phool Chand Jain	300	2,10,000.00
10	Khushboo Jain	260	1,82,000.00
11	Mahabir Prasad Jain	250	1,75,000.00
12	Bina Jain	250	1,75,000.00
13	Basant Kumar Jain	200	1,40,000.00
14	Satish Kumar Mishra	2850	19,95,000.00
15	Anshu Aggarwal	3703	25,92,100.00
16	M/s Parasram Industries Private Limited	416	2,91,200.00
17	M/s Astha Foils Private Limited	100	70,000.00
	Total	**13168**	**92,17,600.00**

By the above acquisition, the holding of Promoters Group has been increased from 111668 equity shares representing 52.76% of total paid up share capital/voting share capital of YSL to 124836 equity shares representing 58.98% of total equity share capital/voting share capital of YSL and that resulted the triggering of SEBI (SAST) Regulations, 1997.

1.3 The Acquirers alongwith PACs intends to make an Open Offer in terms of the SEBI (SAST) Regulations, 1997 to the shareholders of YSL to acquire an aggregate of 42,330 equity shares of face value of Rs. 100/- each representing 20% of the total paid up share capital / voting share capital of **"YSL"** at a price of Rs 1000.00 (Rupees One Thousand Only) per fully paid up equity share **("Offer Price")** payable in cash subject to the terms and conditions mentioned hereinafter, whose names appear on the register of members on **Specified Date i.e September 25, 2009.**

1.4 There are no partly paid up equity shares in YSL.

1.5 The shares of **"YSL"** are at present listed on The Delhi Stock Exchange Limited (DSE).

1.6 The annualized trading turnover during the preceeding six calendar months ended August, 2009 at the stock exchange where the shares are listed is as follows.

Name of the Stock Exchange	Total Number of Equity Shares traded during March, 2009 to August, 2009.	Total Number of Listed Shares	Annualized Trading Turnover (% of Total Listed Shares)
DSE	NIL	2,11,648	Not Applicable

1.7 Based on the above information, as the shares of "YSL" have not been traded at the Stock Exchanges where these are listed/permitted to be traded during the preceding six calendar months prior to the month of this Public Announcement, the Offer Price in terms of Regulation 20(5) of the SEBI (SAST) Regulations, 1997 has been determined taking into account the following parameters:

a.	The Negotiated Price	Rs 700/- (Rupees Seven Hundred Only)
b.	Highest Price paid by Acquirers for acquisition, if any, Including by way of allotment in a public or rights issue or preferential issue during the 26 weeks prior to the date of Public Announcement	Not Applicable

c.	**Other Financial Parameters**	**Based on the Audited Financial data for the Year ended March 31, 2009***
	Return on Net Worth (%)	14.20
	Dividend (%)	30.00
	Book Value per share (Rs.)	817.81
	Earning per share (Rs.)	116.00
	Price Earning Multiple (With reference to Offer Price of Rs 1000/- per share)	8.62

*As per Audited Balance Sheet of YSL for the year ended March 31, 2009.

Mr. Ramesh Malhotra, Chartered Accountant, Membership No.13624 partner of M/s.K. C. Malhotra & Co., Chartered Accountants, Phone No. 011-41608133 and having office at R-79, Greater Kailash-I, New Delhi-110 048 have vide their report dated 09.08.2009 stated that based on the decision of Hon'ble Supreme Court of India in the case of Hindustan Lever Employee Union vs. HLL, 1995 (83 Com Cases, 30), the fair value per equity share would be Rs. 665/- per share.

Hence the Offer price of Rs 1000.00 (Rupees One Thousand Only) for each fully paid up equity share is justified in terms of Regulation 20(5) of SEBI (SAST) Regulations, 1997.

1.8 The Offer Price of Rs 1000.00 per equity share offered by the Acquirers to the shareholders of YSL under the proposed Open Offer is justified in terms of Regulations 20(5) of the SEBI (SAST) Regulations, 1997. In the opinion of the Manager to the Offer and Acquirers, the Offer Price is justified.

1.9 The Acquirers have not acquired shares/ voting rights of the Target Company during the 12 months period prior to the date of Public Announcement. The Acquirers holds in aggregate95,708 equity shares representing 45.22% of the total paid up capital of YSL as on the date of this Public Announcement.

1.10 The Offer is **not** subject to any **minimum level** of acceptance from the shareholders of YSL i.e. **it is not a Conditional Offer.**

The Acquirers will accept the equity shares of YSL those are tendered in valid form in terms ofthis offer upto maximum of 42,330 equity shares of Rs. 100/- each representing 20% of the total paid up capital / voting share capital of **"YSL"**.

1.11 The Offer is not a Competitive Bid.

1.12 Neither the Acquirers, PACs, Sellers nor the Target Company have been prohibited by SEBI from dealing in securities, in terms of direction issued under Section 11B or any other Regulations made under the SEBI Act, 1992.

1.13 The Manager to the Open Offer i.e. D & A Financial Services (P) Limited does not hold any equity shares in the Target Company as on the date of this Public Announcement. They declare and undertake that they shall not deal in the shares of the Target Company during the period commencing from the date of their appointment as Manager to the Open Offer till the expiry of 15 days from the date of closure of Open Offer.

2 NFORMATION ABOUT THE ACQUIRERS & PACS

2.1 INFORMATION ABOUT THE ACQUIRERS

2.1.1 MR. RANJIT PURI

2.1.1.1 Mr. Ranjit Puri is a part of the existing Promoter Group of YSL and he is son of Late Shri Dev Dutt Puri, aged 68 years, a Resident Indian residing at D-860, New Friends Colony, New Delhi-110 065. Tel No: 001-26838029. He is Father of Mr Aditya Puri.

2.1.1.2 Mr. Ramesh Malhotra, Chartered Accountant (Membership No. 13624) partner of M/s K. C. Malhotra & Co having office at R-79, Greater Kailash-I, New Delhi-110 048, Tel No.: 011-41608133, Fax No. 011-41608133 have certified vide their certificate dated August 02, 2009 that the Networth of Mr. Ranjit Puri as on 31-03-2009 is Rs. 16,69,20,390/- (Rupees Sixteen Crore Sixty Nine Lacs Twenty Thousand Three Hundred and Ninety Only) and letter also confirms that he has sufficient means to fulfill his part of obligations under this Offer.

2.1.1.3 Mr. Ranjit Puri is B.Sc. in Industrial Management from Massachusetts Institute of Technology (U.S.A). He has 45 years of experience in supervision of management and control of company's affairs in Corporate Sector.

2.1.2 MR. ADITYA PURI

2.1.2.1 Mr. Aditya Puri is a part of the existing Promoter Group of YSL and he is a son of Mr. Ranjit Puri, aged 41 years, a Resident Indian residing at D-860, New Friends Colony, New Delhi-110 065, Tel No: 011-26838029.

2.1.2.2 Mr. Ramesh Malohotra, Chartered Accountant (Membership No. 13624) partner of M/s K. C. Malhotra & Co having office at R-79, Greater Kailash-I, New Delhi-110 048 , Tel No.: 011-41608133, Fax No. 011-41608133 haves certified vide their certificate dated August 02, 2009, that the Networth of Mr. Aditya Puri as on 31-03-2009 is Rs. 14,93,59,472/- (Rupees Fourteen Crore Ninety Three Lacs Fifty Nine Thousand Four Hundred and Seventy Two Only) and letter also confirms that he has sufficient means to fulfill his part of obligations under this Offer.

2.1.2.3 Mr. Aditya Puri is B.A (Hons.), B.A (CANTAB) Economics from Cambridge University (U.K). He has 17 years of experience in supervision of management and control of company's affairs in Corporate Sector.

2.2 INFORMATION ABOUT THE PERSON(S) ACTING IN CONCERT

2.2.1 MRS. NINA PURI

2.2.1.1 Mrs. Nina Puri is a part of the existing Promoter Group of YSL. She is wife of Mr. Ranjit Puri, aged 65 years, an Indian Resident, residing at D-860, New Friends Colony, New Delhi-110 065. Tel No: 011-26838029.

2.2.1.2 Mr. Ramesh Malhotra , Chartered Accountant (Membership No. 13624) partner of M/s K C Malhotra & Co having office at R-79, Greater Kailash-I, New Delhi-110 048, Tel No.: 011-41608133, Fax No. 011-41608133 have certified vide their certificate dated August 02, 2009 that the Networth of Mrs. Nina Puri as on 31-03-2009 is Rs. 5,36,34,496/- (Rupees Five Crore Thirty Six Lacs Thirty Four Thousand Four Hundred and Ninety Six Only).

2.2.1.3 Mrs. Nina Puri is Post Graduate from Georgetown University Washington D.C, and Ph. D from Kurukshetra University and she has administrative experience of over 30 years.

2.2.2 MRS.TANU PRIYA PURI

2.2.2.1 Mrs. Tanu Priya Puri is a part of the existing Promoter Group of YSL. She is wife of Mr. Aditya Puri, aged 37 years, an Indian Resident, residing at D-860, New Friends Colony, New Delhi-110 065. Tel No: 011-26838029.

2.2.2.2 Mr. Ramesh Malhotra, Chartered Accountant (Membership No. 13624) partner of M/s K C Malhotra & Co having office at R-79, Greater Kailash-I, New Delhi-110 048, Tel No.: 011-41608133, Fax No. 011-41608133 have certified vide their certificate dated August 02, 2009 that the Networth of Mrs. Tanu Priya Puri as on 31-03-2009 is Rs. 26,23,430/- (Rupees Twenty Six Lacs Twenty Three Thousand Four Hundred and Thirty Only).

2.2.2.3 Mrs. Tanu Priya Puri is Post Graduate and she is a Housewife.

3. INFORMATION ABOUT THE TARGET COMPANY

3.1 YSL was incorporated as a Public Limited Company under the name The Yamuna Syndicate Limited with the Registrar of Joint Stock Companies, Punjab vide its Certificate of Incorporation dated 14th day of April 1954 and obtained the Certificate of Commencement of business on May 10, 1955. At present the Registered Office of the Company is situated at Radaur Road, Yamuna Nagar-135001 (Haryana).

3.2 The Authorized Share Capital of YSL as on March 31, 2009 stood at Rs 3.00 Crore, comprising of 3,00,000 equity shares of Rs 100/- each . The issued, subscribed and paid-up share capital of YSL as on March 31, 2009 stood at Rs 2,11,64,800 comprising of 2,11,648 equity share of Rs 100/- each.

3.3 There are no partly paid up equity shares in YSL.

3.4 YSL has been engaged in the business of Trading & Marketing in Tractors, Industrial Lubes, Automotives, Batteries, Electrical, Pesticides & Fertilizers, Sugar and Running Petrol Pumps.

3.5 The shares of "YSL" are listed on The Delhi Stock Exchange Limited (DSE).

3.6 Brief financials of the YSL for the year ended March 31, 2009 as per the audited balance sheet are as under:

(Amount in Rs. Lacs)

Particulars	Year ended March 31, 2009 (Audited)*
Total Income	8051.42
Profit After Tax	245.83
Earnings Per Share (EPS)	116.00
Book Value Per Share	817.81
Networth	1730.88
Return on Networth (in %)	14.20

Source: * Balance Sheet of YSL for the year ended March 31, 2009.

4 Reasons for the acquisition, Rationale for the Offer and Future Plans

4.1 As result of the acquisition of shares by the Acquirers through Share Purchase Agreement, the holding of the Promoters group has increased and is at 58.98% of total paid up equity share capital of the company as compared to 52.76% of total paid up equity share capital of the company before such acquisition and therefore this offer is as a result of consolidation of holdings by the Promoters exceeding 5% in a Financial Year. The Offer is not due to any global acquisition resulting in indirect acquisition.

4.2 The Offer to the Public shareholders of YSL is for acquiring 20% of the total paid up equity share capital / voting rights of YSL. After the proposed Offer, the shareholdings of promoter group will be increased.

4.3 The Offer to the shareholders of YSL is being made in accordance with Regulation 11(1) of the SEBI (SAST) Regulations, 1997.

4.4 **Disclosure in terms of Regulation 16(ix)**

The Acquirers and PACs at present have no intention to sell, dispose of or otherwise encumber any significant assets of YSL in the succeeding two years, except in the ordinary course of business of YSL. However YSL's future policy for disposal of its assets, if any, will be decided by its Board of Directors, subject to the applicable provisions of the law and subject to the approval of the shareholders at a General Body Meeting of YSL.

5. Statutory Approvals / Other Approvals Required For The Offer

5.1 To the best of knowledge of the Acquirers no approvals from Banks/ Financial Institutions are required to make this offer.

5.2 As on the date of Public Announcement, to the best of the Acquirer's knowledge, no other statutory approvals are required to be obtained for the purpose of this Offer.

5.3 The Offer would be subject to all other statutory approvals that may become applicable at a later date before the completion of Offer.

5.4 In case of delay in receipt of any statutory approval, Regulation 22(12) of SEBI (SAST) Regulations, 1997, will be adhered to, i.e. SEBI has power to grant extension of time to the Acquirers for payment of consideration to the shareholders subject to Acquirers agreeing to pay interest as directed by SEBI. Further in case the delay occurs on account of willful default by the Acquirers in obtaining the approvals, Regulation 22 (13) of SEBI (SAST) Regulations, 1997, i.e amount lying in the escrow account shall be liable to be forfeited apart from the acquirers being liable for penalty as provided in the Regulations, will also become applicable.

6. CONTINUOUS LISTING OF SHARES IN TERMS OF REGULATION 21(2)

The Offer (assuming full acceptance) would result in public shareholding in YSL being reduced below the minimum level required as per the Listing Agreement entered with the Stock Exchange for the purpose of listing on continuous basis. The Acquirers in terms of the provisions of Clause 40A of the Listing Agreement will facilitate YSL to raise the level of Public shareholding to the level specified for continuous listing as specified in the listing agreement entered with the stock exchange, within the time period and manner prescribed by the concerned stock exchange so as to maintain the minimum percentage of public shareholding in YSL required for continuous listing.

7. FINANCIAL ARRANGEMENTS

7.1 The Acquirers have adequate resources to meet the financial requirements of the Offer. The Acquirers have made firm arrangement for the resources required to complete the Offer in accordance with the SEBI (SAST) Regulations, 1997. The acquisition will be financed through Internal / personal resources and no borrowings from banks / FIs etc., is being made.

7.2 Assuming full acceptance, the total requirement of funds for the Offer would be Rs. 4,23,30,000/- (Rupees Four Crore Twenty Three Lacs and Thirty Thousand Only). As per Regulation 28 of SEBI (SAST) Regulations, 1997, Acquirers have **opened an Escrow Account with Development Credit Bank , New Delhi and have deposited Cash of Rs** 1,05,90,000/- (Rupees One Crore Five Lacs and Ninty Thousand Only)**, being more than 25% of the amount required for the Open Offer.**

7.3 The Acquirers have duly empowered M/s D & A Financial Services (P) Limited, Manager to the Offer, to realise the value of the Escrow Account in terms of the SEBI (SAST) Regulations, 1997.

7.4 The Manager to the Offer, M/s D & A Financial Services (P) Limited, hereby confirms that firm arrangements for funds and money for payment through verifiable means are in place to fulfill the Offer obligations.

8. OTHER TERMS OF THE OFFER

8.1 The Offer is not subject to any minimum level of acceptances from shareholders and in case of the shares received under the offer exceeding the offer size; the Acquirers will accept shares on proportionate basis.

8.2 The Letter of Offer with the Form of Acceptance cum Acknowledgement will be mailed to the shareholders (other than parties to the SPA) of "YSL" whose names appear in the Register of Members of "YSL" at the close of business hours as on September 25, 2009 (the "Specified Date"). The Letter of Offer will be mailed to such shareholders by October 20, 2009.

8.3 The shareholders of "YSL" are eligible to participate in the offer anytime before the Closure of the offer by sending their Form of Acceptance cum Acknowledgement, original share certificate(s) and transfer deed(s) duly signed to the ***Registrar to the Offer*** *viz*: **Beetal Financial & Computer Services Pvt. Limited,** having its office at **Beetal House, 3rd Floor, 99, Madangir, Near Dada Harsukh Das Mandir, New Delhi-110062, Tel. No.: 29961281-82, Fax No.: 29961284 Contact Person, Mr. Punit Mittal,** either by Registered Post, Courier or Hand Delivery (between 10:00 a.m. to 5:00 p.m. on all working days), on or before the date of closure of the Offer i.e. November 18, 2009 in accordance with the instructions specified in the Letter of Offer & Application Form.

8.4 Eligible persons to the Offer may also download a copy of the Letter of Offer and Form of Acceptance cum Acknowledgement, which will be available on SEBI's website at **http:/www.sebi.gov.in** and can apply for the Offer in such downloaded form.

8.5 The unregistered owners of shares are also eligible to participate in the Offer by sending their application in writing to the Registrar to the Offer on a plain paper stating the Name, Address, No. of shares held, No. of shares offered under the Offer, Distinctive Nos., Folio No., together with the original Share Certificate(s) and Transfer Deed(s) and the original Contract Note issued by the broker through whom they have acquired their shares. No indemnity is required from unregistered shareholders.

8.6 In the event of non-receipt of Letter of Offer, the eligible persons may send application on plain paper stating the Name, Address, No. of shares held, No. of shares offered under the Offer, Distinctive Nos., Folio No. along with all documents as mentioned above, so as to reach the Registrar to the Offer on or before the date of Closure of the Offer i.e. November 18, 2009.

The Following Collection Center (s) would be accepting the documents as specified above:

Name & Address	**Beetal Financial & Computer Services Pvt. Limited, Beetal House, 3rd Floor, 99, Madangir, Near Dada Harsukh Das Mandir, New Delhi-110062**
Contact Person	**Mr. Punit Mittal**
Phone Nos.	**011-29961281/82**
Fax No	**011-29961284**
E-mail	**beetal@rediffmail.com**

8.7 The Registrar to the Offer will hold in trust the shares/share certificate(s), Form of Acceptance cum Acknowledgement, if any, and the transfer deed(s), till the Acquirers complete its offer obligations in terms of the SEBI (SAST) Regulations, 1997.

8.8 Applications which are complete in all respect and which reach the Registrar to the Offer on or before the date of Closure of the Offer i.e. November 18, 2009 would be approved and accepted by the Acquirers. The payment of consideration for the applications so accepted will be made by crossed account payee cheque/demand draft/pay order. The intimation regarding acceptance of applications and payment of consideration will be dispatched to the shareholders by registered post at the shareholders' sole risk. In case of joint holder(s), the cheque/demand draft will be drawn in the name of the first holder and in case of unregistered owners of shares the consideration will be paid to the person whose name is stated in the contract note.

8.9 Applications in respect of shares that are the subject matter of litigation wherein the shareholder(s) may be precluded from transferring the shares during the pendency of the said litigation are liable to be rejected in case directions/ orders regarding these shares are not received together with the shares tendered under the Offer.

8.10 In the event of non-acceptance of any Application, all the documents as forwarded to the Registrar to the Offer will be sent back to the shareholder at the address as per the records of YSL by registered post at shareholders' sole risk.

8.11 All valid responses will be accepted subject to maximum of the offer made as per this Public Announcement. In case of response in excess of this offer made by the Acquirers, the acceptances would be made on proportionate basis in consultation with the Manager to the Offer in accordance with the SEBI (SAST) Regulations, 1997.

8.12 As per the provisions of section 196D(2) of the Income Tax Act, 1961, and as amended (the "Income Tax Act") , no deduction of tax at source shall be made from any income by way of capital gains arising from the transfer of securities referred to in section 115D of the Income Tax Act. However, while tendering their equity shares under the Offer, Non Residents Individuals, Overseas Corporate Bodies and other non resident shareholders will be required to submit a No Objection Certificate ("NOC") or Tax Clearance Certificate or Certificate for Deduction of Tax at lower rate from Income Tax Authorities under the Income Tax Act indicating the amount of tax to be deducted by the Acquirer before remitting the consideration. In case the aforesaid NOC or Tax Clearance Certificate or Certificate for Deduction of Tax at lower rates is not submitted, the Acquirers will arrange to deduct tax at the maximum marginal rate as may be applicable to the category of shareholders on the entire consideration amount payable to such shareholders. Non Resident Shareholders should also submit copy of the permission received from the Reserve Bank of India for acquisition of the shares of Target Company. In case of its non submission the Acquirers reserve their right to reject the shares tendered in the Offer.

9. TIME SCHEDULE OF THE OFFER

9.1 A schedule of some of the major activities in respect of the Offer is given below:

S.No	Activity	Days & Dates
1.	**Date of Publication of Public Announcement**	**Monday September 07, 2009**
2.	Specified Date (For the purpose of determining the names of the shareholders to whom the Letter of Offer would be sent)	Friday, September 25, 2009
3.	**Last date for announcement of a Competitive Bid**	**Monday, September 07, 2009**
4.	Date by which Letter of Offer will be posted to shareholders.	Monday, October 20, 2009
5.	**Date of Opening of the Offer**	**Friday, October 30, 2009**
6.	**Last date for Revising the Offer Price / Number of Shares.**	**Monday, November 09, 2009**
7.	**Last date for withdrawing acceptance from the Offer**	**Friday, November 13, 2009**
8.	**Date of Closure of the Offer**	**Wednesday November 18, 2009**
9.	Date of communicating rejection / acceptanceand payment of consideration for applications accepted.	Thursday, December 03, 2009

10 GENERAL CONDITIONS

10.1 The Acquirers reserve the right to Withdraw the Offer pursuant to Regulation 27 of the SEBI (SAST) Regulations, 1997. Any such withdrawal will be notified in the form of a Public Announcement in the same newspapers in which this Public Announcement appears.

10.2 In accordance with Regulation 22(5A) of the SEBI (SAST) Regulations, 1997, shareholders who have accepted the Offer by tendering the requisite documents in terms of the Public Announcement / Letter of Offer can withdraw the same up to three working days prior to the date of Closure of the Offer i.e November 13, 2009.

10.3 The withdrawal of shares will be available only for the Share certificates/ Shares that have been received by the Registrar to the Offer or credited to the Special Depository Escrow Account.

10.4 The intimation of returned shares to the Shareholders will be sent at the address as per the records of YSL/ Depository as the case may be.

10.5 If there is any Upward Revision in the Offer price (In accordance with Regulation 26 of the SEBI (SAST) Regulations, 1997) by the Acquirers till the last day of revision viz at any time upto seven working days prior to the date of Closure of the Offer or Withdrawal of the Offer, the same would be informed by way of Public Announcement in the same newspapers where Original Public Announcement had appeared. Such Revised Offer would be payable for all the successful shares tendered anytime during the Offer.

10.6 If there is a Competitive Bid:

10.6.1 The Public Offer under all the subsisting bids shall close on the same date.

10.6.2 As the Offer Price cannot be revised during the seven working days prior to the closing date of the offers/bids, it would, therefore, be in the interest of shareholders to wait until the commencement of that period to know the final offer price of each bid and tender their acceptances accordingly.

10.7 The Acquirers are holding in aggregate 95708 equity shares excluding shares acquired under SPA as mentioned in para 1.2 above as on the date of this Public Announcement.

10.8 Pursuant to Regulation 13 of the SEBI (SAST) Regulations, 1997, the Acquirers have appointed M/s D & A Financial Services (P) Limited as Manager to the Offer.

10.9 Please note that some financial data contained in this public announcement has been rounded off to the nearest Lacs, million or crore (as the case may be), except where stated otherwise.

10.10 For further details please refer to the Letter of Offer and the Form of Acceptance-cum-Acknowledgement.

10.11 This Public Announcement is being issued on behalf of the Acquirers by the Manager to the Offer, M/s D & A Financial Services (P) Limited.

10.12 The Acquirers Mr. Ranjit Puri and Mr. Aditya Puri R/o D-860, New Friends Colony, New Delhi-110 065 and PACs Mrs. Nina Puri and Mrs. Tanu Priya Puri residents of D-860, New Friends Colony, New Delhi-110065 accept full responsibility for the information contained in this Public Announcement and also the obligations of the Acquirers and PACs as laid down in the SEBI (SAST) Regulations, 1997 & subsequent amendments thereof.

Manager to the Offer	Registrar to the Offer
D & A FINANCIAL SERVICES (P) LIMITED 13, Community Centre, East of Kailash, New Delhi - 110065. Tel nos.: 011-26419079/ 26218274; Fax no.: 011 - 26219491; E- mail : dafspl@gmail.com Contact Person: ***Mr. Priyaranjan*** **SEBI Rgn. No. INM000011484**	**BEETAL FINANCIAL & COMPUTER SERVICES PVT. LIMITED** Beetal House, 3rd Floor, 99, Madangir, Near Dada Harsukh Das Mandir, New Delhi-110062 Tel. Nos.: 29961281-82, Fax No.: 29961284 E. Mail: beetal@rediffmail.com Contact Person: ***Mr. Punit Mittal*** **SEBI Rgn No. INR 000000262**

Date : 05.09.2009
Place: New Delhi

Issued on behalf of the Acquirers & PACs by Manager to the Offer