

**CORRIGENDUM TO PUBLIC ANNOUNCEMENT TO THE SHAREHOLDERS OF
ASSOCIATED CEREALS LIMITED**

Registered Office: 161/1 M. G. Road, 4th Floor, Room No. 103, Kolkata- 700 007

This Announcement (“**Corrigendum to the Public Announcement**”) is in continuation of, and should be read in conjunction with, the Public Announcement dated September 10, 2010 (the “**Public Announcement**”) issued by VC Corporate Advisors Private Limited as the Manager to the Offer on behalf of M/s. Ultraplus Housing Estate Pvt Ltd (“**Ultraplus**” or “**Acquirer**”), pursuant to and in compliance with Regulation 10 & 12 and other applicable provisions of the Securities and Exchange Board of India (Substantial Acquisition of Shares & Takeovers) Regulations, 1997 and subsequent amendments thereto (“**Regulations**”) to the shareholders of Associated Cereals Ltd. (“**Target Company**” or “**ACL**”). The shareholders of the Target Company are requested to note the following with respect to the Public Announcement:

1. The Original and Revised Schedule of major activities pertaining to the Offer is as under:

Activities	Original Date	Original Day	Revised Date	Revised Day
Date of publication of Public Announcement	10.09.2010	Friday	10.09.2010	Friday
Specified Date (for the purpose of determining the name of shareholders to whom the Letter of Offer will be sent)	24.09.2010	Friday	24.09.2010	Friday
Last Date for a Competitive Bid, if any	01.10.2010	Friday	01.10.2010	Friday
Date by which the Letter Of Offer will be Dispatched to the shareholders	20.10.2010	Wednesday	15.12.2010	Wednesday
Date of Opening of the Offer	27.10.2010	Wednesday	22.12.2010	Wednesday
Last date for revising the Offer Price/ Number of Shares	03.11.2010	Wednesday	30.12.2010	Thursday
Last date for Withdrawal of Acceptance by shareholders who have accepted the Offer	10.11.2010	Wednesday	05.01.2011	Wednesday
Date of Closing of the Offer	15.11.2010	Monday	10.01.2011	Monday
Date of communicating rejection/acceptance and payment of consideration for applications accepted.	30.11.2010	Tuesday	25.01.2011	Tuesday

This Corrigendum to the Public Announcement would also be available on SEBI’s website at <http://www.sebi.gov.in>. Terms used but not defined in this Corrigendum to the Public Announcement shall have the same meaning as assigned in the Public Announcement. The Acquirer represented by its Board of Directors accepts full responsibility for the information contained in this Corrigendum to the Public Announcement and also for fulfilling its obligations as laid down in the Regulations.

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



Manager to the Offer:

VC CORPORATE ADVISORS PRIVATE LIMITED

SEBI Registration No. INM000011096

(Contact Person: Ms. Neha Dalmia)

31, Ganesh Chandra Avenue, 2nd Floor, Suite No –2C,
Kolkata – 700 013.

Phone No: (033) 2225-3940/ 3941/ 4116

Fax: (033) 2225-3941

E-mail: mail@vccorporate.com

Place: Kolkata

Date: 14.12.2010