

Registered Office: 1-B, "PREMAL JYOT", SARABHAI COLONY, NEAR T.B.HOSPITAL, GOTRI ROAD, VADODARA - 390021

This Public Announcement ('PA') is being issued by Collins Stewart Inga Private Limited ('Manager to the Offer') for and on behalf of Sim Siang Choon Ltd. pursuant to regulation 10, 12 read together with regulation 14(4) and other applicable provisions of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto ('Regulations').

1. This Offer is being made by Sim Siang Choon Ltd ('Acquirer') to the shareholders of Interlink Petroleum Limited ('Target Company') as result of:
 - a. indirect acquisition of equity shares representing 41.37% of the issued share capital of Target Company; and
 - b. acquisition of 1,624,000 equity shares representing 6.52% of the issued share capital of Target Company.

2. On April 28, 2010, Acquirer had entered into Share Purchase Agreement ("SPA") with Jit Sun Investments Pte Ltd ("Jit Sun") and Mr. Kenneth Gerard Pereira ("Mr. KP"), (together referred to as "Sellers"), and has agreed to acquire:
 - i. the entire issued and paid-up share capital of Loyz Oil Pte Ltd from Jit Sun. Loyz Oil Pte Ltd ("Loyz") a wholly owned subsidiary of Jit Sun, incorporated under the Companies Act of Singapore having a registered office at 15 Hoe Chiang Road, #27-01, Tower Fifteen, Singapore – 089316, holds 10,310,000 equity shares representing 41.37% of the issued share capital of Target Company.
 - ii. 1,624,000 shares (KP Sale Shares) representing 6.52% of the issued share capital of Target Company from Mr. KP.
- b. In terms of above SPA and fulfillment of conditions precedent mentioned therein on July 28,2010 the transaction got consummated as follows:
 - i. the shares of Loyz were transferred by Jit Sun to the Acquirer, this has resulted in an indirect acquisition of equity shares and control of the Target Company; and
 - ii. Acquirer has acquired KP Sale Shares representing 6.52% of the issued share capital of Target Company.
3. The key terms of SPA are as follows:
 - a. as on the date of SPA, Jit Sun is the beneficial owner of 10,310,000 shares representing 41.37% of the issued share capital of the Target Company (the "JS Sale Shares"), which is held through its subsidiary Loyz, and Mr. KP is the legal and beneficial owner of 1,624,000 shares representing 6.52% of the issued share capital of Target Company (collectively referred to as "Sale Shares").
 - b. the Acquirer is desirous of acquiring the Sale Shares .
 - c. the acquisition of Sale Shares of Target Company by the Acquirer will be effected through:
 - i. the transfer by Jit Sun of the entire issued and paid-up share capital of Loyz to the Acquirer, and
 - ii. the transfer by Mr. KP of the KP Sale Shares to the Acquirer.
 - d. The consideration will be the sum equivalent to Singapore Dollar (\$S) 1.00 for each Sale Share of Target Company, amounting to an aggregate of \$S11,934,000.
 - e. The consideration will be satisfied by way of the allotment and issuance of 108,490,910 new equity shares ("Consideration Shares") of Acquirer, and will be apportioned as set out below:

Sellers	Consideration	Number of Consideration Shares to be allotted
	S\$10,310,000	93,727,273
Jit Sun	15 Hoe Chiang Road, #27-01, Tower Fifteen, Singapore 089316. Tel No. +65 6225 1163, Fax number: +65 6225 4945	
	S\$1,624,000	14,763,637
Mr. KP	58 Jalan Jelutong, Damansara Heights, 50490 Kuala Lumpur, Malaysia. Tel No. : +601 93290310, Fax number: +603 2095 3999	
Total	S\$11,934,000	108,490,915

- f. Execution of the SPA is conditional upon, inter alia, the following terms:
- i. the approval of the Shareholders of Acquirer being obtained at an extraordinary general meeting for the SPA and all transactions contemplated under SPA;
 - ii. the approval of the board of directors of Target Company being obtained for SPA and all transactions contemplated under SPA;
 - iii. all necessary approvals, consents and waivers of the Sponsor and/or Singapore Exchange Securities Trading Limited ("SGX-ST") required to complete SPA, including the in-principle approval of SGX-ST for the listing and quotation of the Consideration Shares and the approval of the Sponsor and/or SGX-ST (if necessary) being obtained; and
 - iv. all other necessary consents, approvals and waivers being granted for all transactions contemplated under SPA, not being withdrawn or revoked by third parties.

For some of the above terms more specifically defined in SPA and other details of the SPA, shareholders of the Target Company may refer SPA which would be available to them for inspection during the period between the offer opening date and the offer closing date at the registered office of the Manager to the Offer.

- I. The Acquirer, Sellers and Target Company have not been prohibited by SEBI from dealing in securities, in terms of directions issued under Section 11B of the Securities Exchange Board of India Act, 1992 as amended (the "SEBI Act") or under any other regulation made under the SEBI Act.
- II. The Offer
5. This Offer is being made by the Acquirer as a result of acquisition of 47.89% of the issued share capital of the Target Company as explained in para 1 above.
6. In view of the above, the Offer is a mandatory open offer under regulation 10 and regulation 12 of the Regulations.
7. The Acquirer is making an open offer to acquire up to 4,984,240 equity shares ("Shares") of the face value of Rs. 10/- each, representing in aggregate 20% of the issued share capital of Target Company in terms of regulation 21(1) of the Regulations, at a price of Rs. 67.65 (Rupees Sixty Seven and Paise Sixty Five only) per share ("Offer Price") payable in cash subject to the terms and conditions set out in this PA and the Letter of Offer.
8. This Offer is being made to all the shareholders of the Target Company (other than Loyalz) and is not conditional upon any minimum level of acceptance. The Acquirer will acquire all shares of Target Company that are validly tendered as per terms of the Offer up to a maximum of 4,984,240 shares.
9. This is not a competitive bid.
10. The Offer is subject to the terms and condition set out herein and in the Letter of Offer that will be sent to the shareholders of the Target Company.
11. This Offer is subject to the receipt of the statutory and other approvals mentioned in para 32 to 35 of the PA. In terms of Regulation 27 of the Regulations, if the statutory approvals are refused, the Offer would stand withdrawn.
12. The Acquirer does not hold any shares in the Target Company as on the date of this Public Announcement save and except those acquired under the SPA as stated in para 1 above.
13. Neither the Acquirer nor its directors have acquired any shares of the Target Company during the 12 months period prior to the date of this Public Announcement, save and except those acquired under the SPA as stated in para 1 above.
14. The shares of the Target Company will be acquired by the Acquirer as fully paid up, free from all liens, charges and encumbrances and together with the rights attached thereto.
- III. The Offer Price
15. The shares of the Target Company are listed on Bombay Stock Exchange Limited ("BSE").
16. The shares of the Target Company are frequently traded on BSE (Source: www.bseindia.com) within the meaning of explanation (i) to Regulation 20(5) of the SEBI (SAST) Regulations.

Stock Exchange	Total No. of Shares traded during 6 calendar months prior to the month in which the PA is made	Total No. of Listed shares	Annualized Trading Turnover (as % of Total Shares Listed)
BSE	1,661,900	24,921,200	13.34

(Source: www.bseindia.com)

17. The Offer Price of Rs. 67.65 (Rupees Sixty Seven and Paise Sixty Five Only) per fully paid up equity share is justified in terms of regulation 20(4) of the Regulations being the highest of the following:

(a)	the negotiated price paid under the SPA	US\$ 1 (equivalent to Rs. 34.1552)*
(b)	Highest price paid by the Acquirer for acquisitions including by way of allotment in a public or rights or preferential issue during the 26 weeks prior to the date of Public Announcement.	N.A.

(c)	The average of the weekly high and low of closing prices of the shares on BSE of the Target Company for the 26 weeks preceding the date of the General Offer made by the Acquirer in Singapore, which resulted into indirect substantial acquisition of Shares of the Target Company.	N.A.
(d)	The average of the daily high and low prices of the shares on BSE of the Target Company for the two weeks preceding the date of General Offer made by the Acquirer in Singapore, which resulted into indirect substantial acquisition of Shares of the Target Company.	N.A.
(e)	The average of the weekly high and low of closing prices of the shares on BSE of the Target Company for the 26 weeks preceding the date of the Public Announcement	48.28
(f)	The average of the daily high and low prices of the shares on BSE of the Target Company for the two weeks preceding the date of the Public Announcement	67.65

*\$ Conversion rate as on July 28, 2010 the date of execution of SPA – (source www.xe.com/ict).

18. There is no non-compete agreement between the Acquirer, Sellers, the Target Company and any other entity as envisaged under regulation 20(8) of the Regulations. No additional payments are being made by the Acquirers as non-compete fees.
19. The Offer Price of Rs.67.65 per share offered by the Acquirer to the shareholders of the Target Company under the proposed Open Offer in terms of regulations 20(4) of the Regulations, in the opinion of the Manager to the Offer, is justified.
20. If the Acquirer acquires shares of the Target Company after the date of this Public Announcement and up to 7 working days prior to the closure of the Offer at a price higher than the Offer Price, then the highest price paid for such acquisition shall be payable for all the valid applications received under the Offer.
- IV. Information on Acquirer
- Sim Siang Choon Limited - Acquirer
21. Acquirer was incorporated as Sim Siang Choon Pte Ltd on September 22, 1999 under the Companies Act of Singapore as a private company. Subsequently, the name of Acquirer was changed to Sim Siang Choon Ltd and became public company on November 15, 1999, a certificate of Incorporation on conversion to Public Company was issued by Registrar of Companies and Businesses, Singapore. The registered office of the Company is situated at 21 Changi South Avenue 2, Sim Siang Choon Building, Singapore - 486630. The ordinary shares of the Acquirer are listed on Singapore Stock Exchange. The Acquirer does not belong to any Group.
22. The Acquirer is a specialist retailer and distributor of bathroom, kitchen and home improvement products. The business started in 1986 as wholesaler of sanitary wares and bathroom accessories. It has acquired a portfolio of 42 exclusive distributorships in complementary bathroom and kitchen products from all over the world.
23. The Acquirer Company is promoted by Sim Siang Choon, Kwan Lin Siew and Kwan Weng Kwong.
24. The audited financial details of the Acquirer for the last 3 years are as follows:

(Amt in Lacs, except EPS and Book Value)						
Particulars	June 30, 2007		June 30, 2008		June 30, 2009	
	Audited		Audited		Audited	
	12		12		12	
	\$S	Rs.	\$S	Rs.	\$S	Rs.
Total Income	92.06	2448.80	269.48	8499.40	91.25	3018.43
Net Profit	17.55	466.83	184.33	5813.48	2.42	80.05
Equity Capital	125.95	3350.27	128.97	4067.51	20.53	679.10
Reserves and Surplus (net of misc. expenditure not written off)	31.20	829.92	189.47	5975.58	83.44	2760.08
Earnings Per Share (EPS)	1.34	35.64	13.63	429.89	0.18	5.95
Dividend (%)	14.47		30.34		4.17	
Return on Net Worth(%)	11.17		57.89		2.33	
Book Value (\$S)	0.12	3.19	0.23	7.25	0.08	2.65

(Source: Annual Report)

Conversion rate (as on)	June 30, 2007	26.60	June 30, 2008	31.54	June 30, 2009	33.08
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(Source : <http://www.xe.com/ict>)

- V. Information about the Target Company – Interlink Petroleum Limited**
25. Target Company was incorporated on August 20, 1991 under the name and style of Interlink Geofizika Exploration Private Ltd. The Target Company was converted into public limited company with the name as Interlink Geofizika Exploration Ltd vide fresh certificate of incorporation dated February 25, 1993 issued by Registrar of Companies, Gujarat. The name of the Target Company was further changed to Interlink Petroleum Limited vide fresh certificate of incorporation consequent to change of name dated July 19, 1993 issued by Registrar of Companies, Gujarat. The registered office of the Target Company is situated at 1-B, "Premal Jyot", Sarabhai Colony, Near T.B.Hospital, Gotri Road, Vadodra - 390021 (Tel: +91-265-3298171)
- The Company Identification Number of the Target Company is L23209G1991PLC016141. Target Company is in the business of extraction of oil and gas & oil field services. It has oil and natural gas fields at the following locations:
- GCS Baola, Village: Salajda, Tal: Baola, Dist: Ahmedabad, Gujarat
 - Modhera Oil Field, Village : Modhera, Dist. Mehsana, Gujarat
26. Shares of Target Company are currently listed on Bombay Stock Exchange Limited, Mumbai ("BSE"). Trading in electronic mode (through NSDL & CDSL) is mandatory. The ISIN allotted to the equity shares of the Target Company is INE959G01016.
27. The issued and subscribed equity share capital of the Target Company consists of Rs. 249,212,000 divided into 24,92,200 equity shares of face value of Rs. 10/- each. There are no partly paid up shares of the Target Company as on the date of Public Announcement.
28. The audited financial details of the Target Company for the last 3 years are as follows:

(Amt. in Lacs, except EPS and BV)			
Particulars	March 31, 2008	March 31, 2009	March 31, 2010
	Audited	Audited	Audited
	12	12	12
Total Income	121.85	66.88	115.27
Net Profit / (Loss)	(138.10)	(188.50)	85.23
Equity Capital	809.56	1840.56	2492.12
Reserves and Surplus (net of misc. expenditure not written off & P&L Debit Balance)	(675.99)	(182.72)	1323.98
Earnings Per Share (EPS)	(1.70)	(1.21)	0.04
Return on Net Worth (%)	(103.39)	(11.37)	0.22
Book Value	1.65	9.00	15.31

(Source : Annual Report)

VI Reason for the Acquisition and Future Plans

29. The main business of the Acquirer is retail and exclusive distributorships of bathroom, kitchen, lifestyle and home improvement products. The retail and distribution business is very competitive, with long and often unpredictable sales cycles. The Acquirer has been on the lookout for business opportunities in sectors with good prospects for long term growth to broaden the Acquirer's revenue stream. One such sector that has been identified is the oil and gas industry, which has potential for growth as a result of strong demand in the commodity. The Acquirer believes the potential of this sector offers good prospects and hence, is of the view that it is in the best interests of the Acquirer to undertake to diversify its business, to include investments in the area of production and exploration of oil and gas.
30. Acquirer believes, the oil and gas business will give the access to new markets, in particular the oil and gas and petrochemical industries. It will provide a new revenue and earnings stream, with the provision of a broader revenue base and reduction of dependency on a single source of revenue, thus allowing the room to rationalize its existing retail and distribution business. The Acquirer has been devoting resources to developing the retail and distribution business, which currently remains as its main source of revenue. The Oil and Gas Business will reduce the reliance on the existing retail and distribution businesses, which remain competitive and challenging.
31. There is no specific implementation framework for the abovementioned plan. The implementation plan will be made in due course.
The Acquirer is not in a similar line of business / operations as the Target Company.

- VII. Statutory / Other Approvals Required for the Offer**
32. The Offer is subject to the receipt of approval from Reserve Bank of India ("RBI") under the Foreign Exchange Management Act, 1999 ("FEMA") for the acquisition of equity shares by the Acquirer, for shares validly tendered and accepted under the Offer. The Acquirer will make necessary applications to RBI for such approval.
33. As on the date of this Public Announcement, there are no other statutory approvals required to implement the Offer, other than those indicated above. If any other statutory approvals become applicable, the Offer would be subject to such approvals. The Acquirer, in terms of regulation 27 of the Regulations, will have a right not to proceed with the Offer in the event the statutory approvals indicated above are refused.
34. In case of delay in receipt of the above approvals, SEBI has the power to grant extension of time to the Acquirer for payment of consideration to the shareholders of the Target Company, subject to the Acquirer agreeing to pay interest for the delayed period as directed by SEBI in terms of regulation 22(12) of the Regulations. Further, if the delay occurs on account of willful default by the Acquirer in obtaining the requisite approvals, regulation 22(13) of the Regulations will also become applicable.
35. Any consents required from banks and financial institutions, pursuant to any outstanding loan agreements shall be obtained before the Offer Opening Date.
- VIII. Disclosure under regulation 21(2) of the Regulations**
36. The offer after assuming full acceptance will not result in the public shareholding falling below 25% of the issued share capital of the Target Company, which is the minimum level required to be maintained as per provisions of clause 40 A of the Listing Agreement. Therefore, the provisions of regulation 21(2) of Regulations are not applicable.
- IX. Funding Arrangement for the Offer**
37. The Acquirer has made firm financial arrangement for financing the acquisition of equity shares under the Public Offer, in terms of regulation 16 (xiv) of the Regulations.
38. The total fund requirement for implementation of the Offer at Rs. 67.65 (Rupees Sixty Seven and Paise Sixty Five only) per fully paid up equity share is Rs. 337,183,836 (Rupees Thirty Three Crores Seventy One Lacs Eighty Three Thousand Eight Hundred Thirty Six only) assuming that full acceptance for the Offer is received ("Offer Consideration").
39. In accordance with regulation 28 of the Regulations, the Acquirer has caused the deposit of Rs. 325,221,650 (Rupees Thirty Two Crores Fifty Two Lacs Twenty One Thousand Six Hundred Fifty only) in the escrow account of HSBG Bank, Shiv Building, Plot No. 139-140 B, Western Express Highway, Sahar Road Junction, Vile Parle (East), Mumbai - 400 057 styled Interlink Petroleum Limited – Open Offer Escrow Account, in favour of the Manager to the Offer. The Escrow Amount represents the required escrow amount that needs to be deposited in accordance with regulation 28 of the Regulations. In accordance with regulation 28 of the Regulations, the Manager to the Offer has been duly authorized to realize the value of the aforesaid Escrow Amount.
40. Mr. Leong Hon Mun Peter, Membership No. 01379, partner of BDO LLP (Certified Public Accountants) located at 19 Keppel Road, # 02-01 Jit Poh Building Singapore 089058, Tel: +65 6828 9114, Fax: +65 6828 9111 have in his letter dated July 29, 2010 certified that Sim Siang Choon Ltd. have made firm arrangements to meet the financial obligations under the Open Offer to be made to the shareholders of the Target Company.
41. The Manager to the Offer is satisfied about the ability of Acquirer to implement the Offer in accordance with the Regulations as firm financial arrangements are in place to fulfill the obligation under the Regulations.

X. Other Terms of the Offer

42. A Letter of Offer specifying the detailed terms and conditions of the Offer, together with a Form of Acceptance-cum-Acknowledgement ("FOA") will be mailed on or before September 10, 2010 to the shareholders of the Target Company (other than Loytz), whose names appear on the Register of members of the Target Company and to the owner of the shares whose names appear as beneficiaries on the records of the respective Depositories at the close of business hours on August 6, 2010 (the "Specified Date"). Accidental omission to dispatch Letter of Offer to any member entitled to this Open Offer or non-receipt of the Letter of Offer by any member entitled to this Open Offer shall not invalidate the Open Offer in any manner whatsoever. The Offer is subject to terms and conditions set out herein and in the Letter of Offer that would be sent to the shareholders of the Target as on the Specified Date.
43. Shareholders who wish to tender their Shares, held in physical form, will be required to send the Form of Acceptance cum Acknowledgement, original Share Certificate(s) and transfer deed(s) duly signed to the Registrar to the Offer, Link Intime India Private Limited, either by hand delivery on weekdays or by Registered Post, at their sole risk, so as to reach the Registrar to the Offer, on or before the close of the Offer, i.e., no later than October 11, 2010 in accordance with the instructions to be specified in the Letter of Offer and in the Form of Acceptance Cum Acknowledgement.
44. The Registrar to the Offer, Link Intime India Private Limited, has opened a special depository account with National Securities Depository Limited ("NSDL") called, "LIPL - IPL OPEN OFFER ESCROW DEMAT ACCOUNT". Beneficial owners are requested to fill in the following details in the delivery instructions for the purpose of crediting their equity shares in the special depository account:
- | Depository Participant ("DP") Name | Ventura Securities Limited |
|------------------------------------|--|
| DP ID | IN303116 |
| Client ID | 10589025 |
| ISIN No. | INE959G01016 |
| Depository | National Securities Depository Limited |
- Shareholders having their beneficiary account in Central Depository Services (India) Limited ("CDSL") have to use inter-depository delivery instruction slips for crediting their shares in favour of the special depository account with NSDL.
45. All owners of equity shares demat/physical, registered/unregistered (other than Loytz) are eligible except as mentioned in para 42 above, to participate in the Offer anytime before closure of the Offer. All registered owners can send duly completed FOA, filled and signed in accordance with the instructions contained in the Letter of Offer and FOA, to the Registrars to the Offer, at the collection centres mentioned in para 47, before the closure of the Offer i.e October 11, 2010. No indemnity shall be required from the unregistered shareholders.
46. Beneficial owners (holders of Shares in dematerialized form) who wish to tender their Shares will be required to send their Form of Acceptance cum Acknowledgement along with the photocopy of the delivery instruction in "Off-market" mode or counterfoil of the delivery instructions in "Off-market" mode, duly acknowledged by the DP, in favour of the special depository account to the Registrar to the Offer, either by hand delivery on weekdays or by Registered Post, so as to reach the Registrar to the Offer, on or before the close of the Offer, i.e., no later than October 11, 2010 in accordance with the instructions to be specified in the Letter of Offer and in the Form of Acceptance Cum Acknowledgement. The credit for the delivered shares should be received in the special depository account on or before close of the Offer, i.e., no later than October 11, 2010.
47. In addition to the above the Shareholders of the Target Company, who wish to avail of and accept the Offer, can deliver the Acceptance Form along with all the relevant documents at the collection centres below in accordance with the procedure as set out in the Letter of Offer. (Monday to Friday 10 am to 3 pm & Saturdays 10 am to 1pm.)

Collection Centre	Address of Collection Centre's & Contact Person, Email Id	Phone No.	Fax	Mode of delivery
Mumbai	C-13, Pannalal Silk Mills Compound, LBS Marg, Bhandup (West), Mumbai 400 078 Mr. Nilesh Chalke nilesh.chalke@linkintime.co.in	022-25960320	022-25960329	Post / Hand Delivery
Mumbai	Link Intime India Pvt. Ltd., 203, Davor House, Next to Central Camera, D N Road, Fort, Mumbai - 400 001 Mr. Vivek Limaye vivek.limaye@linkintime.co.in	022-22694127	022-25960329	Hand Delivery
Vadodara	Link Intime India Pvt. Ltd., First Floor, Jaldhara Complex, Nr. Manisha Society, Old Padara Road, Vadodara -390015 Mr. Alpesh Gandhi ahmedabad@linkintime.co.in	0265-2250241 0265-3249857	0265-2250246	Hand Delivery

The centres will be closed on Sundays and Public Holidays

48. All owners (registered or unregistered) of shares of the Target Company (other than Loyz) are eligible to participate in the Offer anytime before the closure of the Offer. Unregistered owners can send their application in writing to the Registrar to the Offer, on a plain paper stating the name, address, number of shares held, number of shares offered, distinctive numbers, folio number, together with the original share certificate(s), valid transfer deeds and the original contract notes issued by the broker through whom they had acquired their shares. No indemnity is required from the unregistered owners.
49. In case of non-receipt of the Letter of Offer, the eligible persons may send their consent to the Registrar to the Offer, on a plain paper stating the name, address, number of shares held, distinctive numbers, folio number, number of shares offered along with documents as mentioned above so as to reach the Registrar to the Offer on or before the Close of the Offer, i.e., no later than October 11, 2010 or in case of beneficial owners, they may send the application in writing to the Registrar to the Offer, on a plain paper stating the name, address, number of shares held, number of shares offered, DP name, DP ID, beneficiary account number and a photocopy of the delivery instruction in "Off-market" mode or counterfoil of a delivery instruction in "Off-market" mode, duly acknowledged by the DP, in favour of the special depository account, so as to reach the Registrar to the Offer, on or before the closer of the Offer, i.e., no later than October 11, 2010.
50. Applications in respect of Shares of the Target Company that are subject matter of litigation wherein the shareholders of the Target Company may be prohibited from transferring the Shares during the pendency of the said litigation are liable to be rejected if the directions / orders regarding these Shares are not received

together with the Shares tendered under the Offer. The Letter of Offer in such cases, wherever possible, will be forwarded to the concerned statutory authorities for further action by such authorities.

- If the Shares tendered in this Offer by the shareholders of the Target Company are more than the Shares to be acquired under this Offer, the acquisition of Shares from each shareholder will be on a proportionate basis as per the provisions of regulation 21(6) of the Regulations such that the acquisition from each shareholder shall not be less than the minimum marketable lot or the entire holding, if it is less than the marketable lot. The marketable lot for the Target Company is 1 (one) Share.
52. Duly executed Form(s) of Acceptance along with share certificate(s) and share transfer form(s) should be sent only to the Registrar to the Offer and not to the Manager to the Offer or Acquirer.
53. In terms of regulation 22 (5A) of the Regulations, equity Shareholders desirous of withdrawing the acceptance tendered by them in the Offer, may do so upto 3 (three) working days prior to the date of closure of the Offer. The withdrawal option can be exercised by submitting the documents as per the instructions below, so as to reach the Registrar to the Offer at collection centre mentioned above as per the mode of delivery indicated therein on or before October 6, 2010.
- a. The withdrawal option can be exercised by submitting the Form of Withdrawal, enclosed with the Letter of Offer.
- b. In case of non-receipt of Form of Withdrawal, the withdrawal option can be exercised by making a plain paper application along with the following details:
- In case of physical shares: name, address, distinctive numbers, folio number, number of shares tendered; and
 - In case of dematerialized shares: name, address, number of shares offered, DP name, DP ID, beneficiary account number and a photocopy of the delivery instruction in "Off-market" mode or counterfoil of the delivery instruction in "Off-market" mode, duly acknowledged by the DP, in favour of the special depository account.
54. The Registrar to the Offer will hold in trust the shares/share certificates, shares lying in credit of the special depository account, form of Acceptance cum Acknowledgement, if any, and the transfer form(s) on behalf of the shareholders of Target Company who have accepted the Offer, till the cheques/drafts for the consideration and/or the unaccepted shares/share certificates are dispatched/returned.
55. The payment consideration for equity shares accepted under the Offer may be made through a crossed Demand draft/Pay Order or through Direct Credit (DC), National Electronic Funds Transfer (NEFT), Real Time Gross Settlement (RTGS), National Electronic Clearing Services (ECS), at specified centers where clearing houses are managed by the Reserve Bank of India within 15 days from the date of closure of Offer. Shareholders who opt for receiving consideration through DC/NEFT/RTGS/ECS are requested to give the authorization for the same in the Form of Acceptance cum Acknowledgement and enclose a photocopy of cheque along with the Form of Acceptance cum Acknowledgement.
56. The consideration to those shareholders whose shares or share certificates and/or other documents are found complete, valid and in order, will be paid by demand drafts / pay orders or through DC/NEFT/RTGS/ECS. Such considerations in excess of Rs. 1500/- or unaccepted Share Certificate(s), transfer deed(s) and other documents, if any, will be returned by registered post/speed post at the shareholders'/unregistered owners' sole risk to the sole/first shareholder/unregistered owner. Equity Shares held in dematerialised form, to the extent not accepted, will be credited back to the beneficial owners' depository account with the respective depository participant as per the details furnished by the beneficial owner in the Form of Acceptance or otherwise. The Acquirer are required to deduct tax on source, as may be applicable. All dispatches involving payment of a value upto Rs.1,500/- will be made under certificate of posting at the shareholders sole risk.
57. Shares that are subject to any charge, lien or encumbrance are liable to be rejected.
58. Unaccepted share certificates, transfer forms and other documents, if any, will be returned by Registered Post at the shareholders'/unregistered owners' sole risk to the sole/first shareholder. Unaccepted Shares held in dematerialized form will be credited back to the beneficial owners' depository account with the respective depository participant as per the details furnished by the beneficial owner in the Form of Acceptance cum Acknowledgement.
59. Shareholders, who have sent their shares for dematerialization, need to ensure that the process of getting their shares dematerialized is completed well in time so that the credit in the special depository account is received on or before the date of closure of the Offer, i.e., no later than October 11, 2010, else their application would be rejected.
60. While tendering the shares under the Offer, NRIs/OCBs/foreign shareholders will be required to submit the previous RBI Approvals (specific or general) that they would have obtained for acquiring the Shares of the Target Company. In case the previous RBI approvals are not submitted, Acquirer reserves the right to reject such Shares tendered.
61. Compliance with tax and other regulatory requirements:
- a. As per the provisions of section 196D(2) of the Income-tax Act, 1961 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 115AD payable to a Foreign Institutional Investor as defined in section 115AD of the Income-tax Act, 1961.
- b. While tendering their equity shares under the Offer, NRIs, OCBs and other non-resident shareholders will be required to submit a No Objection Certificate or Tax Clearance Certificate or Certificate for Deduction of Tax at Lower Rate from the Income-tax authorities under the Income-tax Act, 1961 indicating the amount of tax to be deducted by Acquirer before remitting the consideration, failing which Acquirer will arrange to deduct tax at the maximum marginal rate as may be applicable to the relevant category to which the shareholder belongs on the entire consideration amount payable to such shareholder.
62. Securities transaction tax will not be applicable to the Shares accepted in the Offer.
63. A schedule of the activities pertaining to the Offer is given below:-
- | Activity | Date and Day |
|--|-------------------------------|
| Specified Date * | August 6, 2010, Friday |
| Last date for a competitive bid | August 21, 2010, Saturday |
| Date by which Letter of Offer to be dispatched to shareholders | September 10, 2010, Friday |
| Date of opening of the Offer | September 22, 2010, Wednesday |
| Last date for revising the Offer Price | September 30, 2010, Thursday |
| Last date for withdrawing acceptance from the Offer | October 6, 2010, Wednesday |
| Date of Closure of the Offer | October 11, 2010, Monday |
| Last date of communicating rejection/ acceptance and payment of consideration for accepted tenders | October 26, 2010, Tuesday |

* Specified 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.

XI. General

64. Shareholders who have accepted the Offer by tendering the requisite documents, in terms of the PA / Letter of Offer shall have the option to withdraw acceptance tendered by them upto 3 (three) working days prior to the date of closure of the Offer, in terms of regulation 22 (5A) of the Regulations.
65. If there is any upward revision in the Offer Price by Acquirer till the last date of revision viz. September 30, 2010 or withdrawal of the Offer, the same would be informed by way of a public announcement in the same newspapers in which the original PA had appeared. The Acquirer would pay such revised price for all shares validly tendered any time during the Offer and accepted under the Offer.
66. If there is a competitive bid:
 - a. The public offers other than all the subsisting bids shall close on the same date.
 - b. As the Offer Price cannot be revised during 7 (seven) working days prior to the Closing date of the Offers / bids, it would, therefore, be in the interest of the Shareholders to wait till the commencement of that period to know the final offer price of each bid and tender their acceptance accordingly.
67. Pursuant to regulation 13 of the Regulations, the Acquirer has appointed Collins Stewart Inga Pvt Ltd as Manager to the Offer. Manager to the Offer does not hold any shares of the Target Company as on the date of this PA.
68. Sim Singh Choon Ltd, Acquirer, having registered office situated at 21 Changi Silk Avenue 2, Sim Singh Choon Building, Singapore - 486630, and its Directors severally and jointly accept the responsibility for the information contained in this PA. Acquirer is responsible for the fulfillment of its obligations under the Regulations.
69. Registrar to the Link Intime India Private Limited, Address: C-13, Panalal Silk Mills Compound, L B S Marg, Bhandup (W), Mumbai - 400078. Tel: 022-25960320 Fax: 022- 25960329. E-mail: iploffr@linkintime.co.in, Contact Person: Mr. Nilesh Chalke.

This Public Announcement would also be available on the SEBI's website (www.sebi.gov.in). For applying in this Offer, eligible persons to the Offer may also download a copy of the Form of Acceptance cum Acknowledgement which will be available on SEBI's website at (www.sebi.gov.in) from the Offer Opening Date, September 22, 2010.

Issued by Manager to the Offer on behalf of the Acquirer

 Collins Stewart Inga

COLLINS STEWART INGA PRIVATE LIMITED
A-404, Neelam Centre, 4th Floor, Hind Cycle Road, Worli, Mumbai – 400 030
Tel.: +91-22- 2498 2919 / 2498 2927, Fax: +91-22- 2498 2956
Email: iploponoffer@csinga.com, Contact Person: Mr. Mihir Pandhi

Place : Mumbai
Date : July 30, 2010

Size: 32.9x50 sq. cm