CORRIGENDUM TO PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF SCENARIO MEDIA LIMITED

Regd. Office: 97, Maker Tower 'F', 9th Floor, Cuffe Parade, Mumbai – 400 005

This Corrigendum to the Public Announcement is being issued by Keynote Corporate Services Limited (**"Manager to the Offer"**), on behalf of Scenario Communication Limited (**"Acquirer"**) in respect of open offer to the equity shareholders of Scenario Media Limited (**"SML"/ "Target Company"**) pursuant to Regulation 11(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares & Takeovers) Regulations, 1997 & subsequent amendments thereto (hereinafter referred to as the **"Regulations"**). This Public Announcement (PA) is issued as advised by SEBI vide their letter no. CFD/DCR/TO/SKM/198666/10 dated March 17, 2010 and should be read in conjunction with the original Public Announcement dated 28/05/2005 and subsequent PA which was made on 29/01/2010.

The following amendments are being made in the PA pursuant to SEBI observation letter CFD/DCR/TO/SKM/198666/10 dated March 17, 2010.

1. Equity Shareholders of SML are requested to note following changes in Activity Schedule in the Public Announcement of the Open Offer made on 29/01/2010.

   The revised activity schedule of the Offer is as follows:

Activity	Original as per Public Announcement dated 29/01/2010		Revised	
	Date	Day	Date	Day
Public Announcement	29/01/2010	Friday	29/01/2010	Friday
Specified Date	15/02/2010	Monday	15/02/2010	Monday
Last date for a competitive bid	19/02/2010	Friday	19/02/2010	Friday
Date by which the Letter of Offer will be dispatched to shareholders	13/03/2010	Saturday	20/03/2010	Saturday
Date of opening of the Offer	19/03/2010	Friday	25/03/2010	Thursday
Last date for revising the offer price/ number of shares	26/03/2010	Friday	01/04/2010	Thursday
Last date for withdrawal of acceptance	02/04/2010	Friday	08/04/2010	Thursday
Date of closing of the Offer	07/04/2010	Wednesday	13/04/2010	Tuesday
Date by which acceptance/rejection would be intimated and the corresponding payment for the acquired shares and/or the share certificate(s)/demat delivery instruction for the rejected Shares will be dispatched/ issued.	22/04/2010	Thursday	28/04/2010	Wednesday

   The Acquirer had made the original Public Announcement (PA) on 28/05/2005 in Financial Express, Jansatta and Navshakti (all editions) and subsequently the revised PA was made on 29/01/2010. The original PA does not have any relevance presently and hence the schedule for the same has not been given.

2. Clause 'd' under the head 'Information on the Acquirer' in the PA has been modified to include the following:-
   As per certified financials for the nine months ended 31/12/2009, Scenario Communication Ltd., has achieved a Turnover of Rs. 5.05 lacs with a Profit After Tax of Rs. 4.64 lacs.
3. Clause 'd' under the head 'Information on Target Company' in the PA has been modified to include the following:-
   As per certified financials for the nine months ended 31/12/2009, Scenario Media Ltd., has achieved a Total Income of Rs. 122.58 lacs with a Profit After Tax of Rs. 5.89 lacs.
4. Clause 'c' under the head 'The Offer' in the PA has been modified to include the following. The offer price of in terms of Regulation 20(5) assuming that the public announcement was made on 01/09/2009 is given as under:

A	Negotiated price under the agreement	:	Not Applicable
B	Highest price paid by the Acquirers for acquisitions including by way of allotment in a public or rights or proposed preferential issue, if any, during the twenty-six weeks period prior to the date of Public Announcement.	:	Not Applicable
C	Other Parameters		Based on audited accounts 31/03/2009
D	Return on Networth (%)	:	9.21
E	Book Value(Rs.)	:	11.61
F	Earning Per Share (EPS)(Rs.)	:	1.33
G	Fair value per share of SML considering the decision of Honorable Supreme Court of India in case of Hindustan Lever Employees Union Vs. Hindustan Lever Limited (1995) reported at (83 Company Cases 30) wherein the Apex Court has opined that the fair value of a listed company would be assessed based on weighted basis. (certificate for fair value of equity shares from Murarilal Agarwal, Chartered Accountants, dated 12/03/2010)	:	49.32

This announcement is being made with a view to apprise the shareholders of SML of the aforesaid changes. A copy of this Public announcement will become available on SEBI website www.sebi.gov.in. Eligible persons to the Offer may also download a copy of Form of Acceptance cum Acknowledgement, letter of offer, form of withdrawal which will also be made available on SEBI's website from the offer opening date i.e; 25/03/2010 and apply in the same.

Issued by Manager to the Offer on behalf of the Acquirer:

KEYNOTE
CORPORATE SERVICES LIMITED

KEYNOTE CORPORATE SERVICES LTD.
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SEBI Regn: INM000003606; AMBI Regn No: AMBI/040; Contact Person: Ms. Swati Sinha

Place : Mumbai
Date : 19/03/2010

Size: 24x12 sq. cm