PUBLIC ANNOUNCEMENT

For the attention of the Equity Shareholders of

SHREE OM TRADES LIMITED

Registered Office : 347-A, Panchratna, M.P. Marg, Opera house, Mumbai 400 004 Ph. No. 022 40301000; Fax No. 022 23634554

CASH OFFER OF RS. 24.00 PER SHARE FOR ACQUISITION OF 49,800 EQUITY SHARES FROM SHAREHOLDERS ("OFFER")

trading by entering into a joint venture with Mercuria Energy, Switzerland and promoted a company Indo Mercuria International Pvt. Ltd. He is currently also involved in setting up renewable power projects, i.e., Solar PV Power Plants and Hydro Projects and educational institutions. He has cumulative experience of about 30 years in various industries such as steel, power & engineering, technology and oil and energy. He is a promoter and director of Indo Education Pvt. Ltd., Indo German International Pvt. Ltd., Indo Investments Pvt. Ltd., Indo Mercuria International Pvt. Ltd., Indo Macquarie Education Services Ltd., Indo Powertech Ltd., Indo Russian International Pvt. Ltd., Northern Exim Pvt. Ltd., Northern Realtors Pvt. Ltd, Prudent Apartments Pvt. Ltd., Somani Housing Pvt. Ltd., Somani Kuttner (India) Pvt. Ltd. and Uni-Coke Pvt. Ltd. He is also the Managing Director of Indo German International Pvt. Ltd.

D. Mr. Tarun Kumar Somani has complied with Regulation 7(1) of the Regulations for acquisition of 37,100 (14.9%) shares of SOTL.

E. Mr. Rajendra K. Goel, partner of M/s Rajendra K. Goel & Co., Chartered Accountants, having their office at J 288, Ground Floor, Saket, New Delhi - 110017 (Membership No. 6154), Tel No: 011 29551642; fax No. 011 29555036, email: rajendrakgoelco@gmail.com, has certified vide certificate dated 30/12/2009 that the net worth of Mr. Devendra Kumar Somani and Mr. Tarun Kumar Somani as on November 30, 2009 is Rs. 4,93,24,310 (Rupees Four Crores Ninety Three Lacs Twenty Four Thousand Three Hundred Ten only) and Rs. 3,87,29,068 (Rupees Three Crores Eighty Seven Lakhs Twenty Nine Thousand Sixty Eight only) respectively and that the Acquirers have sufficient resources to fulfill the obligation under this Open Offer and under the Share Purchase Agreement entered into with the promoters of Shree Om Trades Limited.

F. The Acquirers intend to seek a reconstitution of the Board of Directors of the Target Company in accordance with the provisions of the Regulations. For this purpose, the Acquirers have arranged to deposit in the escrow account one hundred percent of the total consideration payable in cash assuming full acceptance of the Offer with lien in favour of Manager to the Offer. As such the Acquirers are entitled to be appointed as directors on the Board of SOTL after a period of 21 days from the date of this PA.

G. There is no other person/individual/entity acting in concert with the Acquirers for the purposes of the Offer.

4. INFORMATION ABOUT THE TARGET COMPANY

A. The Company was incorporated as a public limited company under the Companies Act, 1956 on March 26, 1983 with the Registrar of Companies, Maharashtra at Mumbai in the name and style of Shree Om Trades Limited. It obtained the certificate for commencement of business on April 12, 1983.

B. The registered office of the Company is located at 347-A, Panchratna, M.P. Marg, Opera house, Mumbai 400 004. (Phone No.:022 40301000, Fax: 022 23634554, email-id: tanaayagems@gmail.com).

C. SOTL was originally promoted by Mr. Raj Kumar Bothra, Mr. Shyamal Ghosh and Ms. Sulochna Devi Agrawal. They also constituted the Board of Directors and Management of the Company. Mr. Siraj Lokhandwala and Ms. Tasneem Lokhandwala alongwith the entities controlled by them acquired control over the Company in 1984, by being appointed on the Board of Directors of SOTL on September 10, 1984 and by acquiring controlling stake in the shares of SOTL on October 31, 1984. During the year 2008-2009, Mr. Gautam Mehta and Mr. Jaimin Mehta have acquired substantial shareholding and taken control over the Company from the aforesaid promoters /persons by entering into a Share Purchase Agreement dated 29/10/2008 with the then existing promoters Ms. Tasneem Lokhandwala and M/s Lokhandwala Estates and Development Company Private Limited and making an open offer to the public shareholders of the Company in compliance of the Regulations.

D. SOTL did its maiden public issue of 1,50,000 equity shares in February, 1984.

E. The present Directors of SOTL are Mr. Gautam Mehta (Promoter Director), Mr. Jaimin Mehta (Promoter Director) and Mr. Nikhil Merchant.

F. The Marketable lot for the Shares of SOTL is 50. The shares of the Company are held and traded in the physical form only and have not been dematerialized. The Equity Shares of SOTL are traded on BSE in the `T' category.

G. The authorized share capital of SOTL as on date is Rs.100 lacs divided into 10,00,000 (Ten lacs) equity shares of Rs. 10/- (Rupees Ten) each. The issued, subscribed and paid - up capital of the Company is Rs. 24.90 Lacs divided into 2,49,000 fully paid up equity shares of Rs. 10/- each. There are no partly paid up shares in SOTL. Details of paid up shares are as follows :

Paid up share capital of the company	No. of shares	%
Fully paid up equity shares	2,49,000	100
Partly paid up equity shares	NIL	NA

H. All the shares of SOTL are listed and permitted for trading on BSE. The shares of SOTL are not frequently traded on BSE as per available information.

I. SOTL was incorporated for carrying on business of trading and to act as merchants, importers, buyers, sellers, of all kinds of materials, commodities, articles and goods.

J. The Company has not carried on any business operations in the last three years.

K. Brief Financials of SOTL based on the latest audited financial statements are as follows:

(Rs. in Lacs)

Particulars	For Year ended 31.03.2009
Total Income (Interest income)	3.04
Total Expenditure	0.99
Profit Before Tax	2.04
Profit After Tax	1.34
Paid up Equity Share Capital	24.90
Reserves and Surplus (excluding revaluation reserves, if any)	29.62

5. REASON FOR THE OFFER AND FUTURE PLANS

A. The Acquirers are interested in taking over the management and control of SOTL as strategic investment is the object and purpose of this Acquisition. The reason for the Acquisition is substantial acquisition of Shares and voting rights of SOTL, accompanied by change in control and management. Therefore, the Offer is being made in accordance with Regulation 10 and 12 of the Regulations.

B. The Offer to the public shareholders of SOTL is for acquiring 20% of the total paid up capital / voting rights. After the proposed Offer, the Acquirers will achieve substantial acquisition of shares and voting rights, accompanied with effective management control over the Target Company.

C. The Acquirers intend to expand the activity base of the Target Company in order to enter into the new area of business. The Acquirers would cause the Company to amend the object clause to commence business relating to thermal power and renewable energy. Subject to necessary approvals, they intend to have the company set up Solar Power Plants at locations such as Rajasthan, Gujarat and Haryana and Hydro Power Plants at Himachal Pradesh, Uttarakhand and Arunachal Pradesh. The Acquirers intend to have the Company tie-up with technical and foreign collaborators for this purpose.

D. Subject to necessary approvals, the Acquirers also intend to diversify the business activities of the company into the field of Higher Education. They intend to have the Company set up educational institutions on pan-India basis in collaboration with various well renowned international universities.

E. Further, the Acquirers would cause the Company to increase its share capital, in one or more tranches, immediately after the closure of the Offer and/or from time to time.

G. SOTL does not have any fixed assets. The Acquirers do not currently have any plans to dispose off or otherwise encumber any assets of SOTL in the succeeding two years from the date of closure of the Offer, except as required for the purpose of restructuring and/or rationalization of assets, operations, investments, liabilities, or otherwise of the Target Company for commercial reasons and operational efficiencies. The Acquirers undertake that they shall not sell, dispose of or otherwise encumber any substantial assets of the Target Company except with the prior approval of the Shareholders. The Acquirers would take appropriate decisions in the aforesaid matters, as per the requirements of business and in line with opportunities or changes in the economic scenario, from time to time.

6. STATUTORY APPROVALS / OTHER APPROVALS REQUIRED FOR THE OFFER

A. No approval from any bank or financial institutions is required for the purpose of this Open Offer, to the best of the knowledge of the Acquirers.

B. As on the date of PA, to the best of the Acquirers' knowledge, no other statutory approvals are required to be obtained for the purpose of this Open Offer.

C. The Open Offer would be subject to all the statutory approvals that may become applicable at a later date before the completion of the Open Offer. The Acquirers will have the right not to proceed with the Offer in the event any of the approvals are refused, in terms of Regulation 27(1) (b) of the Regulations.

D. In case of delay due to non-receipt of any statutory approval, Regulation 22(12) of the Regulations, 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 to the shareholders for delay beyond 15 days from the date of closing of the Offer 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, will also become applicable.

E. The Acquirers reserve the right to withdraw the Open Offer, in terms of Regulation 27 of the SEBI (SAST) Regulations, 1997 in the event the statutory approvals, if any, are refused. In the event of withdrawal, a Public Announcement will be made in the same newspapers in which this original PA is being made.

7. DISCLOSURE UNDER REGULATION 21(2)

Upon completion of the Offer, assuming full acceptances in the Offer and acquisition of shares under the SPA, the Acquirers will hold 1,87,300 shares constituting 75.22% of the equity share capital of the Target Company.

As per Clause 40A of the Listing Agreement with the BSE, the Target Company is required to maintain at least 25% public shareholding on a continuous basis. In the event that the acquisition made in pursuance to the Offer results in the public shareholding of the Target Company falling below such minimum level, the Acquirers undertake to take necessary steps to facilitate compliance of the Target Company with the relevant provisions of the Listing Agreement and other applicable laws, within the time period mentioned therein or in accordance with such other directions as may be provided by BSE. The Acquirers presently do not have any intention to delist the Target Company from the BSE.

8. FINANCIAL ARRANGEMENTS

A. The Acquirers have adequate own resources to meet the financial requirements of the Open Offer. The Acquirers have made firm arrangement for the resources required to complete the Open Offer in accordance with the Regulations.

B. Assuming full acceptance, the total requirement of funds for the acquisition of upto 49,800 equity shares, being 20% of the paid up equity capital of SOTL at Rs 24.00 per share would be Rs. 11,95,200/- (Rupees Eleven Lacs Ninety Five Thousand and Two hundred). The Acquirers have already made firm arrangement for the financial resources required to implement the Open Offer assuming full acceptance. As per Regulation 28 of SEBI (SAST) Regulations, 1997, Acquirers have created an Escrow Account with HDFC Bank Ltd, Fort Branch, Maneckji Wadia Building, Nanik Motwani Marg, Fort Mumbai - 400 001 and made a cash deposit in the Current Account No. 00600350080129 for Rs. 11,95,200/- (Rupees Eleven Lacs Ninety Five Thousand and Two hundred), being 100% of the amount required for the Open Offer.

C. The Acquirers have confirmed that the funds lying in the above mentioned account will be utilized exclusively for the purpose of the Offer. The Manager to the Offer has been solely authorised by the Acquirers to operate and realise the value of Escrow Account (which also has a lien marked favouring the Manager to the Offer) in terms of the Regulations.

D. The Acquirers have duly empowered the Manager to the Open Offer, to realize the value of the Escrow Account in terms of the Regulations.

E. The Manager to the Open Offer, hereby confirm that firm arrangement for funds and money for payment through verifiable means are in place to fulfill the Open Offer obligations of the Acquirers.

F. In case of a revision in the Offer price, the Acquirers would raise the amount in the Escrow account to ensure compliance with Regulation 28 of SEBI (SAST) Regulations,1997.

9. OTHER TERMS OF THE OFFER

A. The Offer is not subject to any minimum level of acceptance.

B. The Letter of Offer (the "Letter of Offer" or "LOF"), specifying the detailed terms and conditions of the Offer, along with a Form of Acceptance-cum- Acknowledgment (the "Form of Acceptance" or "FOA") and Form of Withdrawal ("FOW"), will be mailed to all the shareholders of SOTL (other than the Acquirers and Sellers) whose names appear on the Register of Members of SOTL, at the close of business hours on Friday, January 22, 2010 ("the Specified Date").

C. Accidental omission to dispatch the LOF to any member entitled to the Open Offer or non-receipt of the LOF by any member entitled to the Open Offer shall not invalidate the Open Offer in any manner whatsoever. The Offer is subject to the terms and conditions set out herein and in the LOF that would be sent to the shareholders of SOTL as on the Specified Date.

D. All the Shareholders registered or unregistered, (except the Acquirers, existing Promoters of SOTL and parties to the SPA) who own fully paid equity shares of SOTL, registered or unregistered, anytime before the closure of the Offer are eligible to participate in the Offer.

E. The Acquirers have appointed Sharex Dynamic (India) Pvt. Ltd. as Registrar to the Offer. The shareholders who are holding fully paid equity shares and wish to tender their equity shares will be required to send the FOA, original Share Certificate(s) and blank transfer deed(s) duly filled and signed to **Sharex Dynamic (India) Pvt. Ltd.,** Unit-1, Luthra Ind. Premises, Safed Pool, Andheri Kurla Rd., Andheri (E), Mumbai 400 072, Registrar to the Offer ("the Registrar to the Offer"), either by Hand Delivery or by Registered Post/Courier so that the same are received on or before the closure of the Offer i.e. Wednesday, March 17, 2010, at the address given below in 9.F, in accordance with the instructions specified in the Letter of Offer and the Form of Acceptance.

F. All owners of fully paid equity shares of SOTL, registered or unregistered who wish to avail of and accept the Offer can hand deliver the FOA along with all the relevant documents on all working days i.e. from Monday to Friday between 11.00 a.m. and 4.00 p.m. and on Saturday from 11.00 a.m. to 2.00 p.m., at :