BAJAJ FINSERV | LENDING

February 19, 2013

Listing Department,
National Stock Exchange of India Limited
'Exchange Plaza',
Bandra Kurla Complex,
Bandra (East), Mumbai- 400 051

Dear Sir/Madam, Scrip Code: BAJFINANCE-EQ

Sub: Rights Issue by Bajaj Finance Limited, ("Company"), ("Issue").

With respect to the captioned subject, the Rights Issue Committee of the Board of Directors of the Company at its meeting held on February 18, 2013 has approved the extension of the Issue period by one (1) day. Accordingly, the revised Issue Closing Date is February 22, 2013 (Friday).

The Company has made a public advertisement on February 19, 2013, in all editions of the Business Standard (Hindi and English) and in the Pune edition of the Kesari (Marathi), a copy of which is attached herewith.

All capitalized terms used hereinabove without being specifically defined shall have the same meaning as ascribed to them in the Letter of Offer dated January 22, 2013.

Thanking you

Yours truly,

For **Bajaj Finance Limited**

BAJAJ FINANCE LTD.

Anant Damle
Company Secretary

Encl: As above

(This is a public announcement for information purposes only and is not an announcement for the Offer Document.)

BAJAJ FINSERV LENDING BAJAJ FINANCE LIMITED

Bajaj Finance Limited. (the "Company"), was originally incorporated as Bajaj Auto Finance Private Limited pursuant to a certificate of incorporation dated March 25, 1987 issued by the Registrar of Companies, Maharashtra as a private company limited by shares under the provisions of the Companies Act, 1956, as amended. Our Company has been allotted a Corporate Identification Number, L65910MH1987PLC042961, under the Companies Act, 1956.
The registered office of our Company is located at Akurdi, Pune - 411 035. The corporate office of our Company is located at 4th Floor, Bajaj Finserv Corporate Office, Off Pune-Ahmednagar Road, Viman Nagar, Pune - 411 014.
Company Secretary and Compliance Officer: A H Damle; Tel No: +91 20 3040 5072; Fax No: +91 20 3040 5030;
E-mail: anant.damle@bajajfinserv.in; Website: www.bajajfinservlending.in

ISSUE OPEN	**ISSUE NOW CLOSES ON FEBRUARY 22, 2013#**

In light of the proposed nationwide bandh on February 20, 2013 and February 21, 2013 called by certain banking trade unions, and to facilitate Applicants applying through the ASBA process in the Issue, the Rights Issue Committee of the Board of Directors of the Company at its meeting held on February 18, 2013 has approved the extension of the Issue period by one (1) day. Accordingly, the revised Issue Closing Date is February 22, 2013 (Friday). All other terms and conditions prescribed in the Letter of Offer, as amended, shall continue to be applicable.

ISSUE OF 57,60,117 EQUITY SHARES OF FACE VALUE ₹ 10/- EACH ("RIGHTS SHARES") FOR CASH AT A PREMIUM OF ₹ 1,090.00 PER RIGHTS SHARE AGGREGATING TO AN AMOUNT UPTO ₹ 743.61 CRORES BY BAJAJ FINANCE LIMITED (THE "COMPANY" OR THE "ISSUER") TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY ON A RIGHTS BASIS IN THE RATIO OF THREE RIGHTS SHARES FOR EVERY NINETEEN EQUITY SHARES HELD ON THE RECORD DATE, I.E. JANUARY 25, 2013 (THE "ISSUE"). THE ISSUE PRICE OF EACH RIGHTS SHARE IS 110 TIMES THE FACE VALUE OF THE RIGHTS SHARE.

ASBA*

Simple, Safe, Smart way of Application - Make use of it !!!

* Application Supported By Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details, check section on ASBA below.

PLEASE NOTE THAT IN ACCORDANCE WITH THE PROVISIONS OF THE SEBI CIRCULAR BEARING NUMBER CIR/CFD/DIL/1/2011 DATED APRIL 29, 2011 ALL QIBs, NON-INSTITUTIONAL INVESTORS (INCLUDING ALL COMPANIES AND BODIES CORPORATE) AND NON RETAIL INDIVIDUAL INVESTORS WHO ARE NOT RENOUNCEES, MUST MANDATORILY INVEST THROUGH THE ASBA PROCESS.

NON-RETAIL INVESTORS HAVING BANK ACCOUNT WITH SCSBS THAT ARE PROVIDING ASBA IN CITIES / CENTERS WHERE NON-RETAIL INVESTORS ARE LOCATED, ARE MANDATORILY REQUIRED TO MAKE USE OF ASBA FACILITY. OTHERWISE, APPLICATIONS OF SUCH NON-RETAIL INVESTORS ARE LIABLE FOR REJECTION. ALL NON-RETAIL INVESTORS ARE ENCOURAGED TO MAKE USE OF ASBA FACILITY WHEREVER SUCH FACILITY IS AVAILABLE.

THE PROMOTERS OF OUR COMPANY ARE BAJAJ FINSERV LIMITED, RAHULKUMAR KAMALNAYAN BAJAJ AND MADHURKUMAR RAMKRISHNAJI BAJAJ

ASBA Investor shall mean an Applicant who (a) holds the Equity Shares in dematerialised form as on the Record Date and has applied towards his / her Rights Entitlements or additional Rights Shares in the Issue in dematerialised form; (b) has not renounced his / her Rights Entitlements in full or in part; (c) is not a Renouncee; and (d) applies through a bank account maintained with one of the SCSBs. All QIBs, Non-Institutional Investors (including all companies and bodies corporate) and Non Retail Individual Investors who are not Renouncees, must mandatorily invest through the ASBA process. All Retail Individual Investors complying with the above conditions may optionally apply through the ASBA process. Renouncees are not eligible ASBA Investors and must only apply for Rights Shares through the non ASBA process.

Investors may apply through the ASBA process subject to the compliance of conditions for being an ASBA Investor. The ASBA Investor is required to fill the CAF and submit the same with their bank which in turn will block the amount in the account as per the authority contained in CAF and undertake other tasks as per the specified procedure. On allotment, amount will be unblocked and account will be debited only to the extent required to pay for the allotment of shares. Hence, there will be no need of refunds etc. For more details on the ASBA process, please refer to the details given in CAF, the Abridged Letter of Offer and also please refer to the section titled **"Terms of the Issue - Procedure for Application through the Applications Supported by Blocked Amount ("ASBA") Process"** on page No. 141 of the Letter of Offer.

EQUITY SHAREHOLDERS APPLYING UNDER THE ASBA PROCESS MAY PLEASE NOTE THAT THE EQUITY SHARES OF THE COMPANY UNDER THE ASBA PROCESS CAN BE ALLOTTED ONLY IN DEMATERIALIZED FORM AND TO THE SAME DEPOSITORY ACCOUNT IN WHICH THE EQUITY SHARES ARE HELD ON THE RECORD DATE.

Last date for Application: The last date for submission of the duly filled in CAF is February 22, 2013. Our Board or any committee thereof will have the right to extend the Issue period for such period as it may determine from time to time but not exceeding 30 days from the Issue Opening Date.

If the CAF together with the amount payable is not received by the Banker to the Issue / Registrar to the Issue on or before the close of banking hours on the aforesaid last date or such date as may be extended by the Board / Committee of Directors, the offer contained in the Letter of Offer shall be deemed to have been declined and the Board / Committee of Directors shall be at liberty to dispose off the Rights Shares hereby offered, as provided under the section entitled *"Terms of the Issue - Basis of Allotment"* on page 135 of the Letter of Offer.

Update to the Letter of Offer: The following text is to be read together with and as part of the chapter titled "Outstanding Litigations and Other Defaults" beginning on page 81 of the Letter of Offer and page 32 of the Abridged Letter of Offer dated January 22, 2013:

"The Company has received a communication on February 14, 2013 from Graphite India Limited, Mumbai as under: Assistant Registrar of Companies, Kolkata, West Bengal has filed two criminal complaints in the Metropolitan Magistrate Court, Kolkata, West Bengal alleging contravention of Section 224 (B) of the Companies Act, 1956 against Graphite India Limited and eight of its directors including Bajaj Rao Jagannathrao Dovelon, who is also an Independent Director of our Company".

Except for the above, the contents of the Letter of Offer and the Abridged Letter of Offer remain unchanged. The Letter of Offer and the Abridged Letter of Offer accordingly should be read in conjunction with the aforementioned change.

APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS SHARES CAN BE TRADED ON THE STOCK EXCHANGES ONLY IN DEMATERIALISED FORM.

LISTING: The existing Equity Shares of our Company are listed on the BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE"). Our Company has received in-principle approvals from the BSE and the NSE for listing the Rights Shares arising from this Issue pursuant to their letters dated November 29, 2012. For the purposes of the Issue, the Designated Stock Exchange is BSE Limited.

DISCLAIMER CLAUSE OF SEBI: SEBI only gives its observations on the Offer Documents and this does not constitute approval of either the Issue or the Offer Document. Investors are advised to refer to the letter of offer for the full text of the "Disclaimer Clause of SEBI".

DISCLAIMER CLAUSE OF THE BSE LIMITED (BSE) (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the letter of offer has been cleared or approved by BSE Limited nor does it certify the correctness or completeness of any of the contents of the letter of offer. The investors are advised to refer to the letter of offer for the full text of the "Disclaimer Clause of BSE".

DISCLAIMER CLAUSE OF THE NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE): It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the letter of offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the letter of offer. The investors are advised to refer to the letter of offer for the full text of the "Disclaimer Clause of NSE".

PLEASE REFER TO THE REVERSE OF THE COMPOSITE APPLICATION FORM FOR THE DETAILS OF THE BANKERS TO THE ISSUE AND THE COLLECTION CENTRES. FOR RISK FACTORS AND OTHER DETAILS OF THE ISSUE, PLEASE REFER TO THE ABRIDGED LETTER OF OFFER AND TO THE LETTER OF OFFER.

AVAILABILITY OF THE LETTER OF OFFER: A copy of the Letter of Offer can be downloaded from the website of the Lead Manager www.jmfl.com and the SEBI Website on www.sebi.gov.in

NO OFFER IN THE UNITED STATES: The Rights Entitlements and the Rights Shares of our Company have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or any U.S. state securities laws and may not be offered, sold, resold or otherwise transferred within the United States of America or the territories or possessions thereof (the "United States" or "U.S."), or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S under the Securities Act ("Regulation S"), except in a transaction exempt from the registration requirements of the Securities Act. The rights referred to in the Letter of Offer are being offered in India, but not in the United States. The offering to which the Letter of Offer relates is not, and under no circumstances is to be construed as, an offering of any Rights Shares or rights for sale in the United States or as a solicitation therein of an offer to buy any of the said Rights Shares or rights. Accordingly, the Letter of Offer and the CAF should not be forwarded to or transmitted in or into the United States at any time.

NOTICE TO OVERSEAS SHAREHOLDERS: No action has been or will be taken to permit the Issue in any jurisdiction where action would be required for that purpose, except that the Letter of Offer has been filed with the SEBI. Accordingly, the Equity Shares may not be offered or sold, directly or indirectly, and the Letter of Offer may not be distributed, in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Letter of Offer will not constitute an offer in those jurisdictions in which it would be illegal to make such an offer and, in those circumstances, the Letter of Offer must be treated as sent for information only and should not be copied or redistributed. Accordingly, persons receiving a copy of the Letter of Offer should not, in connection with the issue of the Equity Shares or the Rights Entitlements, distribute or send the Letter of Offer in or into the United States or any other jurisdiction where to do so would or might contravene local securities laws or regulations. If the Letter of Offer / Abridged Letter of Offer / CAF is received by any person in any such territory, or by their agent or nominee, they must not seek to subscribe to the Equity Shares or the Rights Entitlements referred to in the Letter of Offer. Neither the delivery of the Letter of Offer nor any subscription in the offering shall under any circumstances create any implication that there has been no change in the Company's affairs from the date of the Letter of Offer or that the information contained therein is correct as at any time subsequent to the date of the Letter of Offer.

Capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the Letter of Offer dated January 22, 2013.

Bankers to the Issue: HDFC Bank Limited and Axis Bank Limited

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
JM FINANCIAL **JM Financial Institutional Securities Private Limited** 141, Maker Chambers III, Nariman Point, Mumbai - 400 021 Tel: +91 22 6630 3030 / 3553 3030 Fax: +91 22 2204 7185 Email: bafl.rights@jmfl.com Investor Grievance ID: grievance.ibd@jmfl.com Contact Person: Lakshmi Lakshmanan Website: www.jmfl.com SEBI Registration No.: INM000010361	KARVY Computershare **Karvy Computershare Private Limited** Plot Nos. 17-24, Vittal Rao Nagar, Madhapur, Hyderabad-500 081 Tel: +91 40 4465 5000; Toll Free No.: 1800 345 4001 Fax: +91 40 2343 1551 Investor Grievance ID: baja.finance.rights@karvy.com Contact Person: M. Murali Krishna Website: http://karisma.karvy.com SEBI Registration No.: INR000000221	**A H Damle** 4th Floor, Bajaj Finserv Corporate Office, Off Pune - Ahmednagar Road, Viman Nagar, Pune - 411 014 Telephone: +91 20 3040 5072 Fax: +91 20 3040 5030 Website: www.bajajfinservlending.in E-mail: anant.damle@bajajfinserv.in **Investors may contact the Compliance Officer & Company Secretary and/or the Registrar to the Issue, for any pre-issue / post-issue related matters such as non-receipt of letters of allotment / share certificates / refund orders, etc.**

For Bajaj Finance Limited
Sd/-
A H Damle
Company Secretary and Compliance Officer

Place: Pune
Date : February 18, 2013

Bajaj Finance Limited is proposing, subject to market conditions and other considerations, a Rights Issue of its equity shares and has filed a Letter of Offer dated January 22, 2013 with the Stock Exchanges. The Letter of Offer is available on the website of SEBI at www.sebi.gov.in and the website of the Lead Manager at www.jmfl.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the section titled *"Risk Factors"* beginning on page 8 of the Letter of Offer for details of the same.

PRESSMAN

BAJAJ FINANCE LTD.