

August 25, 2016

BSE Limited
Listing Department,
P. J. Towers, Dalal Street,
Mumbai 400001

✓ **National Stock Exchange of India Limited**
Listing Department,
Exchange Plaza,
Bandra Kurla Complex,
Mumbai – 400 051

Dear Sir/Madam

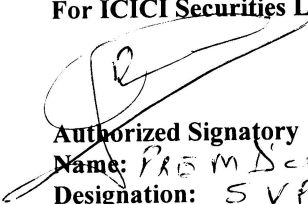
SUB: OPEN OFFER FOR ACQUISITION OF UP TO 33,01,689 FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF INR 5 EACH (THE “EQUITY SHARES”) OF EXCEL CROP CARE LIMITED (THE “TARGET COMPANY”) FROM THE PUBLIC SHAREHOLDERS (AS DEFINED BELOW) OF THE TARGET COMPANY, BY SUMITOMO CHEMICAL INDIA PRIVATE LIMITED (THE “ACQUIRER”) TOGETHER WITH SUMITOMO CHEMICAL COMPANY, LIMITED, AS THE PERSON ACTING IN CONCERT (THE “PAC”) WITH THE ACQUIRER (THE “OFFER” / “OPEN OFFER”).

Pursuant to and in compliance with Regulation 3(1), Regulation 4 and other applicable regulations of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto (“SEBI (SAST) Regulations”) the Acquirer together with the PAC is making an open offer (the “Offer”) for acquisition of up to 33,01,689 fully paid-up equity shares of face value of INR 5 each from the Public Shareholders of the Target Company constituting 30% (“Offer Size”) of the fully diluted voting equity share capital (being the total paid-up share capital of the Target Company as of the 10th working day from the date of closure of the tendering period for the Offer, hereinafter referred to as the “Voting Share Capital”). For the purpose of this Offer, Public Shareholders shall mean all public shareholders of the Target Company excluding the parties to the Share Purchase Agreement triggering this Offer, and the persons acting in concert or deemed to be acting in concert with the Acquirer, including the PAC.

In connection with the Offer, please find enclosed a copy of the Pre-Offer Advertisement dated August 24, 2016 and published on August 25, 2016 (“Pre-Offer Advertisement”) for the Offer and a soft copy of the Pre-Offer Advertisement in PDF format.

Thanking you,

Yours sincerely,
For ICICI Securities Limited


Authorized Signatory

Name: Prem Sarda
Designation: SVP

Member of National Stock Exchange of India Ltd. & Bombay Stock Exchange Ltd.
Capital Market : NSE Regn. No. INB 230773037, BSE Regn. No. INB 011286854
Futures & Options : NSE Regn. No. INF 230773037, BSE Regn. No. INF 010773035
Currency Derivatives : NSE Regn. No. INE 230773037
CIN No.: U67120MH1995PLC086241

ICICI Securities Limited
Registered Office (Institutional):
ICICI Centre, H. T. Parekh Marg,
Churchgate, Mumbai 400 020, India.
Tel (91 22) 2288 2460/70
Fax (91 22) 2282 6580

Corporate Office (Retail):
Shree Sawan Knowledge Park, Plot No. D-507,
T.T.C. Ind. Area, M.I.D.C., Turbhe, Navi Mumbai - 400 705
Tel (91 22) 4070 1000
Fax (91 22) 4070 1022

Name of Compliance Officer (Broking Operations) : Ms. Mamta Jayaram Shetty
Email Address: complianceofficer@icicisecurities.com / Tel (91 22) 4070 1000
Website Address: www.icicisecurities.com / www.icicidirect.com

