ICICI Securities

June 5, 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").

We are pleased to inform you that the Acquirer and the PAC have appointed ICICI Securities Limited as "**Manager to the 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 Takeover 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.

As required under Regulation 14(1) of SEBI Takeover Regulations, enclosed is a copy of the public announcement dated June 5, 2016 ("**Public Announcement**") made to the Public Shareholders of the Target Company.

A detailed public statement pursuant to the Public Announcement to be issued in terms of Regulation 13(4) of the SEBI Takeover Regulations shall be published in newspapers within 5 (Five) working days from the date of this Public Announcement.

Thanking you,

For ICICI Securities Limited

Authorized Signatory
Name: Ayush Jain
Designation: AVP