

EFFEM HOLDINGS LIMITED

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November 2, 2017

To

BSE Limited

Corporate Relationship Department,
1st Floor, New Trading Ring,
Rotunda Bldg., P.J. Towers,
Dalal Street, Mumbai, 400 001
Security Code - **519091**

NSE Limited

Corporate Services,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400051
Symbol: **TASTYBITE**

Tasty Bite Eatables Limited

201-202, Mayfair Towers,
Wakdewadi, Shivajinagar,
Pune - 411 005

Copy to:

Morgan Stanley India Company Private Limited

18F, Tower 2, One Indiabulls Centre,
841, Senapati Bapat Marg, Mumbai - 400013

Sub: Disclosure under Regulation 18 (6) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir/Madam

This is in reference to the Public Announcement dated August 14, 2017 (“**PA**”), Detailed Public Statement dated August 23, 2017 (“**DPS**”) and the Draft Letter of Offer dated August 31, 2017 (“**DLoF**”) in relation to Tasty Bite Eatables Limited (“**TBEL**”).

As an update, we would like to inform you that the Underlying Transaction (as defined in the PA, DPS and the DLoF) has now been completed on November 2, 2017 by Effem Holdings Limited.

Pursuant to the completion of the Underlying Transaction, Effem Holdings Limited has directly acquired 100% share capital of Preferred Brands International, Inc., which indirectly holds 19,04,510 equity shares of TBEL, and has directly acquired 300 equity shares of TBEL. In this regard, please find enclosed at Annexure – 1 declaration under Regulation 18(6) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in the prescribed format.

Kindly take the above on record.

Yours faithfully,

Signature 
For **Effem Holdings Limited (Acquirer)**
Name: **Alistair Mackworth Gee**
Authorized Signatory

Date: November 2, 2017
Place: U.S.A.

Signature
For **Effem Holdings Limited (Acquirer)**
Name: **Peter Seka**
Authorized Signatory

[Signature Page to the Regulation 18(6) of Takeover Code disclosure cover letter]

Signature
For **Effem Holdings Limited (Acquirer)**
Name: **Alistair Mackworth Gee**
Authorized Signatory

Date: November 2, 2017
Place: U.S.A.

Signature 
For **Effem Holdings Limited (Acquirer)**
Name: **Peter Seka**
Authorized Signatory

Annexure – 1

Format for Disclosure by acquirer for shares/ voting rights acquired during the offer period under Regulation 18 (6) in terms of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

(i)	Name of the Target Company (TC)	Tasty Bite Eatables Limited
(ii)	Name of the acquirers / PAC	Effem Holdings Limited (Acquirer) and Mars Nederland BV (PAC)
(iii)	Name of the persons/ entities who acquired shares in the TC	Effem Holdings Limited (Acquirer)
(iv)	Whether disclosure about the persons/ entities stated at (iii) was given in the detailed public announcement as either Acquirer or Persons acting in concert with Acquirer. (Yes/No) If no, provide (a) Reasons for non-disclosure (b) Relationship of the entity with the Acquirer / PAC	Yes

Details of acquisition – for each person mentioned at (iii)

Number of Shares/ Voting Rights Acquired (No.)	Date of Acquisition	Mode of Acquisition	Person from whom Shares / Voting Rights Acquired*	Purchase Price per Share	Shareholding of person who acquired the shares (% w.r.t. total share Capital/ voting capital of Target Company)	
					Before acquisition	After acquisition
300	November 2, 2017	Private arrangement	Kagome Co. Ltd.	INR 3,778.65	0%	0.01% [#]
Total shareholding of acquirer and PACs before the acquisition (number as well as % of total share capital of TC)						0 equity shares (0%)
TOTAL shareholding of acquirer and PACs after the acquisition (Number as well as % of total share capital of TC)						300 [#] equity shares (0.01%)

On November 2, 2017, the Acquirer has directly acquired 100% share capital of Preferred Brands International, Inc., which indirectly holds 19,04,510 equity shares of the TC as more particularly stated in the PA, DPS and the DLoF.

We hereby declare that the information provided in the instant report is true and nothing has been concealed therefrom.


Signature
For Effem Holdings Limited (Acquirer)
Name: Alistair Mackworth Gee
Authorized Signatory


Signature
For Mars Nederland BV (PAC)
Name: Alistair Mackworth Gee
Authorized Signatory

Signature
For Effem Holdings Limited (Acquirer)
Name: Peter Seka
Authorized Signatory

Signature
For Mars Nederland BV (PAC)
Name: Peter Seka
Authorized Signatory

Date: November 2, 2017

Place: U.S.A.

Signature
For **Effem Holdings Limited (Acquirer)**
Name: **Alistair Mackworth Gee**
Authorized Signatory



Signature
For **Effem Holdings Limited (Acquirer)**
Name: **Peter Seka**
Authorized Signatory

Signature
For **Mars Nederland BV (PAC)**
Name: **Alistair Mackworth Gee**
Authorized Signatory



Signature
For **Mars Nederland BV (PAC)**
Name: **Peter Seka**
Authorized Signatory

Date: November 2, 2017

Place: U.S.A.