

SUPER SALES INDIA LIMITED

CIN: L17111TZ1981PLC001109

Registered Office: 34-A, Kamaraj Road, Coimbatore - 641 018, Tamil Nadu.

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This Advertisement is being issued by Axis Capital Limited ("**Manager to the Offer**"), on behalf of Lakshmi Cargo Company Limited ("**LCCL**") and Lakshmi Life Sciences Limited ("**LLSL**") (LCCL and LLSL are collectively referred to as the "**Acquirers**"), and Sri. Sanjay Jayavarthanavelu ("**PAC**") pursuant to Regulation 18(7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto ("**SEBI (SAST) Regulations**"), in respect of the open offer ("**Offer**") to acquire up to 7,98,590 fully paid-up equity shares of face value of ₹ 10 each ("**Equity Share**") of Super Sales India Limited ("**Target Company**"). The detailed public statement ("**DPS**") with respect to this Offer was published on May 19, 2014 (Monday) in Financial Express (English daily), Jansatta (Hindi daily), Navshakti (Marathi daily) and Makkal Kural (Tamil daily).

1. The Offer price is ₹ 461/- per Equity Share ("**Offer Price**"). There is no revision in the Offer Price.
2. A committee of independent directors ("**IDC**") of the Target Company have opined that the Offer Price of ₹ 461/- is fair and reasonable and in accordance with SEBI (SAST) Regulations. The IDC's recommendation was published on July 15, 2014 in the same newspapers in which the DPS was published, as mentioned above.
3. This Offer is not a competing offer in terms of Regulation 20 of the SEBI (SAST) Regulations.
4. The dispatch of the Letter of Offer dated July 9, 2014 to the Shareholders has been completed on July 14, 2014.
5. Please note that a copy of the Letter of Offer (including Form of Acceptance cum Acknowledgment) is also available on SEBI's website (www.sebi.gov.in) and the Shareholders can also apply by downloading such forms from SEBI website. Further, in case of non-receipt/non-availability of the Form of Acceptance cum Acknowledgment, the application can be made on plain paper along with the following details:

a. In case of Equity Shares held in physical form: name and address of first holder, name(s) and address(es) of joint holder(s) (if any), number of Equity Shares tendered, folio numbers, distinctive numbers, original share certificate(s) and valid transfer deed(s) duly executed and witnessed alongwith the self attested copy of PAN card of the transferor. The transfer deed(s) should be left blank, except for the signatures and witness details as mentioned above. Attestation, where required (as indicated in the transfer deed(s)) (thumb impressions, signature difference, etc.) should be done by a Magistrate, Notary Public or Special Executive Magistrate or a similar authority holding a public office and authorized to use the seal of his office or a member of a recognized stock exchange under its seal of office and membership number or manager of the transferor's bank.

b. In case of Equity Shares held in dematerialized form: Name, address, number of Equity Shares tendered, Depository Participant ("**DP**") name, DP ID number, beneficiary account number and a photocopy of the delivery instruction in "Off-market" mode or counterfoil of the delivery instructions in "Off-market" mode, duly acknowledged by the DP, in favor of the Depository Escrow Account, the details of which are given below:

Depository Participant Name	Stock Holding Corporation of India Limited
DP ID	IN301080
Client ID	22841349
ISIN	INE091C01017
Account Name	SSIL Open Offer Escrow Demat Account
Depository	National Securities Depository Limited (NSDL)

**The Shareholders having their beneficiary account in CDSL shall use the inter-depository delivery instruction slip for the purpose of crediting their Equity Shares in favor of the Depository Escrow Account with NSDL*

- c.** In case of the unregistered Shareholders, along with the information prescribed under paragraph 5(a) above, also provide original contract note(s) issued by the broker through whom they acquired their Equity Shares.
6. All observations of SEBI by way of its letter dated July 4, 2014 and received on July 4, 2014 in terms of Regulation 16(4) of the SEBI (SAST) Regulations have been incorporated in the Letter of Offer dispatched to the Shareholders.
 7. To the best of the knowledge of the Acquirers and the PAC, no statutory approvals are required by the Acquirers and/or the PAC to complete this Offer. However, in case of any statutory approvals being required at a later date, this Offer will be subject to such approvals.
 8. Schedule of Activities

Activity	Original Day and Date	Revised Day and Date
Issue of PA	Friday, May 09, 2014	Friday, May 09, 2014
Publication of DPS in newspapers	Monday, May 19, 2014	Monday, May 19, 2014
Last date for public announcement for competing offer(s)	Monday, June 09, 2014	Monday, June 09, 2014
Identified Date*	Wednesday, June 18, 2014	Tuesday, July 08, 2014
Date of dispatch of the Letter of Offer to the Shareholders	Wednesday, June 25, 2014	Monday, July 14, 2014
Commencement of Tendering Period	Wednesday, July 02, 2014	Tuesday, July 22, 2014
Closure of Tendering Period	Tuesday, July 15, 2014	Tuesday, August 05, 2014
Last date of payment of consideration to the Shareholders whose Equity Shares are validly accepted in this Offer	Wednesday, July 30, 2014	Thursday, August 21, 2014
Last date for publication of post offer advertisement and for filing of final report with SEBI	Wednesday, August 06, 2014	Thursday, August 28, 2014

** Date falling on the 10th working day prior to the commencement of the tendering period, for the purposes of determining the public shareholders of the Target Company to whom the Letter of Offer shall be sent. It is clarified that subject to paragraph 6.16 (Statutory and Other Approvals) of the Letter of Offer above, all the public shareholders (registered or unregistered) of the Target Company are eligible to participate in this Offer at any time on or prior to the closure of the tendering period.*

Capitalised terms used but not defined in this advertisement shall have the meanings assigned to such terms in the PA and/or DPS and/or Letter of Offer. The Acquirers and their respective directors, and the PAC, accept full responsibility for the information contained in this advertisement and also accept responsibility for the obligations of the Acquirers and PAC laid down under the SEBI (SAST) Regulations.

Issued by the Manager to the Offer for and on behalf of the Acquirers and the PAC



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Contact person: Mr. Vivek Toshniwal

Date : July 19, 2014

Place : Mumbai

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