

Morgan Stanley

16 November, 2017

To,
National Stock Exchange of India Limited
Listing Department
Exchange Plaza, Plot no. C/1, G Block
Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051
Fax: +91 22 2659 8237 / 8238

Kind Attn: Harshad Dharod

Dear Sir,

Re: Open offer (the "Open Offer") for acquisition of up to 6,61,190 (six lakh sixty one thousand one hundred and ninety) fully paid-up equity shares with a face value of INR 10 (Indian Rupees Ten) each, representing approximately 25.77% (twenty five point seventy seven percent) of the total equity share capital of Tasty Bite Eatables Limited by Effem Holdings Limited (the Acquirer) along with Mars Nederland BV, in its capacity as the person acting in concert with the Acquirer, under the provisions of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended (the "SEBI (SAST) Regulations")

We, Morgan Stanley India Company Private Limited, as manager to the captioned Open Offer, under Regulation 18 (7) of SEBI (SAST) Regulations, are hereby enclosing a copy of the pre-Open Offer advertisement with schedule of activities with respect to the Open Offer.

The enclosed pre-Open Offer advertisement has been published today, November 16, 2017, in the following newspapers:

Particulars	Language	Editions
Financial Express	English	All editions
Jansatta	Hindi	All editions
Lok Satta	Marathi	Mumbai edition
Lok Satta	Marathi	Pune edition

These are same newspapers in which the original details public statement dated August 23, 2017 and the corrigendum in relation thereto, dated November 7, 2017 was published.

A copy of the enclosed pre-Open Offer advertisement will also be filed with the Securities and Exchange Board of India.

Should you require any further information / clarifications on the same, please contact the following persons:

Name	Designation	Contact	Email ID
Seshanka Palukuri	Associate	+91-6118 1000	tastybite_openoffer@morganstanley.com

Morgan Stanley

We request you to acknowledge receipt of the same.

Thanking you,

For Morgan Stanley India Company Private Limited	<i>S Shashank More</i>
Name: <i>Shashank More</i>	
Designation: <i>Vice President</i>	

Encl.: Pre-Open Offer Advertisement Hardcopy and CD