

Morgan Stanley

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

23 August, 2017

Kind Attn: Harshad Dharod

Dear Sir,

Re: Open offer with respect to Tasty Bite Eatables Limited ("Target Company") by Effem Holdings Limited along with Mars Nederland BV

Effem Holdings Limited (the "**Acquirer**") along with Mars Nederland BV, in its capacity as person acting in concert with the Acquirer, is making an open offer to the public shareholders of the Target Company to acquire 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 the Target Company, at a price of INR 5,323.87 (Rupees Five Thousand Three Hundred and Twenty Three point Eight Seven) per equity share, payable in cash (the "**Open Offer**").

The Open Offer is being made in accordance with Regulations 3(1) read with Regulations 5(1), 4 and 5(2) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended (the "**SEBI (SAST) Regulations**"), pursuant to the execution of a share purchase agreement dated 14 August 2017 between the Acquirer, Kagome Co., Ltd., ASG-Omni, LLC, Preferred Brands International Inc. (the "**Offshore Parent Company**") and Mr. Ashok Vasudevan as the exclusive representative of the Offshore Parent Company's stockholders, resulting in the Acquirer indirectly and directly acquiring approximately 74.23% stake, and control in the Target Company, as detailed in the Detailed Public Statement dated August 23, 2017 (the "**DPS**").

In accordance with Regulation 14(4) of the SEBI (SAST) Regulations, we, as manager to the Open Offer, have enclosed a physical copy of the DPS for the Open Offer, that has been published in the Financial Express (English), Jan Satta (Hindi), Lok Satta, Mumbai edition (Marathi), Lok Satta, Pune edition (Marathi) on August 23, 2017. We have also shared a copy of the DPS with you, pursuant to our email dated August 23, 2017.

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We are also enclosing herewith a CD containing the soft copy of the DPS in PDF format.

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

Name	Designation	Contact	Email ID
Seshanka Palukuri	Associate	+91-22- 6118 1000	tastybite_openoffer@morganstanley.com

Thanking you,

For and on behalf of **Morgan Stanley India Company Private Limited**


Name: Sundareswaran S.
Designation: Executive Director



Encl.:

1. Physical copy of DPS for the open offer published in newspaper
2. CD with Detailed Public Statement soft copy