

PRATAAP SNACKS LIMITED

Registered Office: Khasra No 378/2, Nemawar Road, Near Makrand House, Indore, Madhya Pradesh, India, 452020
Corporate Identification Number (CIN): L15311MP2009PLC021746;
Tel: + 91 – 0731 2437642/604; Website: <http://www.yellowdiamond.in/>

OPEN OFFER FOR THE ACQUISITION OF 62,98,351 (SIXTY TWO LAKH NINETY EIGHT THOUSAND THREE HUNDRED FIFTY ONE) FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF INR 5 (INDIAN RUPEES FIVE) EACH (“EQUITY SHARES”), REPRESENTING 26.01% (TWENTY SIX POINT ZERO ONE PERCENT) OF THE VOTING SHARE CAPITAL OF PRATAAP SNACKS LIMITED (“TARGET COMPANY”) FROM THE PUBLIC SHAREHOLDERS OF THE TARGET COMPANY BY AUTHUM INVESTMENT & INFRASTRUCTURE LIMITED (“ACQUIRER”) TOGETHER WITH MS. MAHI MADHUSUDAN KELA IN HER CAPACITY AS PERSON ACTING IN CONCERT WITH THE ACQUIRER (“PAC”), PURSUANT TO AND IN COMPLIANCE WITH THE REQUIREMENTS OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVER) REGULATIONS 2011, AND SUBSEQUENT AMENDMENTS THERETO (“THE SEBI (SAST) REGULATIONS”) (THE “OPEN OFFER” OR “OFFER”).

This post-offer advertisement is being issued by JM Financial Limited (“Manager to the Offer”), for and on behalf of the Acquirer and the PAC in connection with Open Offer made by the Acquirer along with PAC, to the Public Shareholders of the Target Company, pursuant to and in compliance with Regulation 18(12) of the SEBI (SAST) Regulations (“Post- Offer Advertisement”). The detailed public statement dated October 3, 2024 (“Detailed Public Statement” or “DPS”), with respect to the aforementioned Open Offer was published on October 4, 2024, in the following newspapers, namely being Financial Express (English National Daily) (All Editions), Jansatta (Hindi National Daily) (All Editions), Navshakti (Marathi Regional Daily) (Mumbai Edition) and Peoples Samachar (Hindi Regional Daily) (Indore Edition).

This Post- Offer Advertisement should be read in continuation of, and in conjunction with the:

- (a) public announcement dated September 26, 2024 (“Public Announcement” or “PA”);
 - (b) corrigendum to the Public Announcement dated October 4, 2024 (“Corrigendum to Public Announcement” or “Corrigendum to PA”);
 - (c) Detailed Public Statement;
 - (d) letter of offer dated January 7, 2025 (“Letter of Offer” or “LOF”); and
 - (e) pre-offer advertisement and corrigendum to DPS dated January 13, 2025 published on January 14, 2025, in all the newspapers in which the DPS was published (“Pre- Offer Advertisement-cum-Corrigendum”)
- This Post- Offer Advertisement is being published in all such newspapers in which the Detailed Public Statement, Pre- Offer Advertisement-cum-Corrigendum were published. Capitalized terms used but not defined in this Post- Offer Advertisement shall have the same meaning assigned to such terms in the Letter of Offer.
- The Public Shareholders are requested to kindly note the following information related to the Offer:

1.	Name of the Target Company	Prataap Snacks Limited
2.	Name of the Acquirer and PAC	Authum Investment & Infrastructure Limited (Acquirer) Ms. Mahi Madhusudan Kela (PAC)
3.	Name of the Manager to the Open Offer	JM Financial Limited
4.	Name of the Registrar to the Open Offer	MUFG Intime India Private Limited (formerly, Link Intime India Private Limited)
5.	Date of opening of the Offer	January 16, 2025 (Thursday)
	Date of closure of the Offer	January 29, 2025 (Wednesday)
6.	Date of payment of consideration	February 6, 2025 (Thursday)

7. Details of the Acquisition

Sr. No.	Particulars	Proposed in the Offer Document (Letter of Offer)		Actuals	
7.1.	Offer Price	Rs. 865.66 per Equity Share being the aggregate of Offer Price of Rs. 864 per Equity Share payable along with Applicable Interest of Rs 1.66 per Equity Share		Rs. 865.66 per Equity Share being the aggregate of Offer Price of Rs. 864 per Equity Share payable along with Applicable Interest of Rs 1.66 per Equity Share	
7.2.	Aggregate number of shares tendered	62,98,351 ⁽¹⁾		127	
7.3.	Aggregate number of shares accepted	62,98,351 ⁽¹⁾		127	
7.4.	Size of the Offer (Number of shares multiplied by Offer Price per share)	Rs. 5,45,22,30,527 ^{(1) (2)}		Rs. 1,09,939 ⁽⁴⁾	
7.5.	Shareholding of the Acquirer and PAC before SPA / Public Announcement	Acquirer: NIL (0.00%) PAC: NIL (0.00%)		Acquirer: NIL (0.00%) PAC: NIL (0.00%)	
7.6.	Shares acquired by way of SPA • Number • % of the Voting Share Capital	Acquirer: 1,02,48,582 (42.33%) PAC: 11,00,000 (4.54%)		Acquirer: 1,02,48,582 ⁽³⁾ (42.33%) ⁽³⁾ PAC: 11,00,000 ⁽³⁾ (4.54%) ⁽³⁾	
7.7.	Shares acquired by way of Open Offer • Number • % of the Voting Share Capital	Acquirer: 62,98,351 ⁽¹⁾ (26.01%) PAC: NIL (0.00%)		Acquirer: 127 (0.001%) PAC: NIL (0.00%)	
7.8.	Shares acquired after Detailed Public Statement • Number of shares acquired • Price of shares acquired • % of the Voting Share Capital	Acquirer: NIL (0.00%) PAC: NIL (0.00%)		Acquirer: NIL (0.00%) PAC: NIL (0.00%)	
7.9.	Post-Offer shareholding of the Acquirer and PAC • Number • % of the Voting Share Capital	Acquirer: 1,65,46,933 ⁽¹⁾ (68.35%) ⁽¹⁾ PAC: 11,00,000 (4.54%)		Acquirer: 1,02,48,709 ⁽³⁾ (42.33%) ⁽³⁾ PAC: 11,00,000 (4.54%)	
7.10.	Pre and Post-Offer shareholding of the Public Shareholders • Number • % of the Voting Share Capital	Pre-Offer 99,98,713 (41.30%) ⁽⁵⁾	Post-Offer 37,00,362 (15.28%) ⁽¹⁾	Pre-Offer 99,98,713 (41.30%) ⁽⁵⁾	Post-Offer 99,98,586 (41.30%)


Notes :

- (1) Assuming full acceptance under the Open Offer.
- (2) Aggregate of Rs. 5,45,22,30,527 is the Maximum Consideration payable under this Open Offer assuming full acceptance at the Offer Price, which includes Rs. 1,04,55,263 in interest at the Applicable Interest i.e. of Rs 1.66 per Equity Share.
- (3) Assuming consummation of the Underlying Transaction which is yet to be consummated. It will be consummated within the time period prescribed under the SEBI (SAST) Regulations.
- (4) Out of the total of Rs. 1,09,939 (Rupees one lakh nine thousand nine hundred thirty-nine), Rs. 211 (Rupees two hundred and eleven) is being paid towards Applicable Interest i.e of Rs. 1.66 per Equity Share).
- (5) Pre-offer shareholding of the Public Shareholders is as on January 02, 2025 as disclosed in Letter of Offer.

8. Other Information

- (a) The Acquirer along with its directors and PAC, severally and jointly, accept full responsibility for the information contained in this Post- Offer Advertisement and also for the obligations under the SEBI (SAST) Regulations.
- (b) All references to “Rupees” or “Rs.” are to Indian Rupees, the official currency of the Republic of India.
- (c) A copy of this will be available on website of SEBI at www.sebi.gov.in, National Stock Exchange of India Limited at www.nseindia.com, and BSE Limited at www.bseindia.com, and the registered office of the Target Company.

Issued on behalf of Acquirer and PAC by Manager

MANAGER TO THE OFFER	REGISTRAR TO THE OFFER
 JM Financial Limited 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400025, India. Tel. No.: +91 22 6630 3030 Fax No.: +91 22 6630 3330 CIN: L67120MH1986PLC038784 / PAN: AAACJ2590B Email ID: prataapsnacks.openoffer@jmfi.com Contact Person: Ms. Prachee Dhuri SEBI Registration Number: INM000010361	 MUFG Intime India Private Limited (formerly, Link Intime India Private Limited) C-101, 1st Floor, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West) Mumbai, Maharashtra – 400083, India Tel: +91 81081 14949 Fax: +91 22 4918 6060 Corporate Identity Number: U67190MH1999PTC118368 / PAN: AAACI4998N Email: prataapsnacks.openoffer@linkintime.co.in Contact Person: Ms. Pradnya Karanjekar SEBI Registration Number: INR000004058