

THE FINANCIAL EXPRESS

SATURDAY, MAY 30, 2015, MUMBAI

(This is a public announcement for information purposes only and not for publication or distribution and is not an Offer Document)

UNISTAR®

UNIVERSAL CABLES LIMITED

Our Company was incorporated as Hindusthan Woollen Mills Limited, a public company under the Companies Act, 1913 in the State of West Bengal. Our Corporate Identification Number is L31300MP1945PLC001114. The Certificate of Commencement of Business was issued by the Registrar of Companies, Calcutta on April 20, 1945. For further details please refer to "History and Corporate Structure" on page 45 of the Draft Letter of Offer.

Registered Office: P. O. Birla Vikas, Satna, Madhya Pradesh, 485005, India.

Tel. No.: +91 07672 257121-27, Fax No.: +91 07672 257131

Contact Person: Mr. Om Prakash Pandey, Company Secretary and Compliance Officer

E-mail: secretarial@unistar.co.in, Website: www.unistar.co.in

Corporate Identity Number: L31300MP1945PLC001114

PROMOTERS OF THE COMPANY: VINDHYA TELELINKS LTD, THE PUNJAB PRODUCE & TRADING CO. PVT. LTD, GWALIOR WEBBING CO. PVT. LTD, BIRLA CORPORATION LTD

ISSUE OF [•] EQUITY SHARES OF FACE VALUE OF ₹ 10 EACH (THE "EQUITY SHARES"), FOR CASH AT A PRICE OF RS [•] PER EQUITY SHARE (INCLUDING A PREMIUM OF ₹ [•] PER EQUITY SHARE) AGGREGATING ₹ 6,000 LACS BY OUR COMPANY, TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY ON RIGHTS BASIS IN THE RATIO OF [•] EQUITY SHARES FOR EVERY [•] EQUITY SHARES HELD ON THE RECORD DATE, I.e. [•], 2015 ("THE ISSUE"). THE ISSUE PRICE OF EACH EQUITY SHARE IS [•] TIMES THE FACE VALUE OF THE EQUITY SHARE. FOR MORE DETAILS, PLEASE REFER TO THE SECTION TITLED "TERMS OF THE ISSUE" ON PAGE 123 OF THE DRAFT LETTER OF OFFER. THE ENTIRE ISSUE PRICE FOR THE EQUITY SHARES IS PAYABLE ON APPLICATION.

This public announcement is being made in compliance with the provisions of Regulation 9(3) of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009 as amended (the "SEBI ICDR Regulations"), to state that Universal Cables Limited is proposing, subject to requisite approvals, market conditions and other considerations, an issue of equity shares on rights basis and as on May 29, 2015 filed the Draft Letter of Offer ("DLOF") dated May 29, 2015 with the Securities and Exchange Board of India (the "SEBI").

Pursuant to Regulation 9(1) of the SEBI ICDR Regulations, the DLOF filed with SEBI is open to public, for comments, if any. The DLOF is hosted on the website of the SEBI at www.sebi.gov.in, website of recognized stock exchanges where the equity shares are listed i.e. BSE Limited at www.bseindia.com and the National Stock Exchange of India Limited at www.nseindia.com and website of the Lead Manager i.e. IDBI Capital Market Services Limited at www.idbicapital.com. All members of the public are hereby invited to provide their comments on the DLOF to SEBI with respect to the disclosures made in the DLOF. The public is requested to send a copy of the comments sent to SEBI, to the Company and to the Lead Manager to the Issue at their respective addresses mentioned herein. All comments must be received by the Company or by the Lead Manager on or before 5 p.m. on the 21st (twenty first) day from the aforementioned date of filing the DLOF with SEBI.

This announcement has been prepared for publication in India and may not be released in any other jurisdiction. Please note that the distribution of the DLOF and the Issue of equity shares on a rights basis to persons in certain jurisdictions outside India may be restricted by legal requirements prevailing in those jurisdictions. Accordingly, any person who acquires Rights Entitlements or Equity Shares will be deemed to have declared, warranted and agreed that at the time of subscribing for the Equity Shares or the Rights Entitlements, such person is not and will not be in the United States and/or in other restricted jurisdictions. The Equity Shares of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or in any other jurisdiction which have any restrictions in connection with offering, issuing and allotting Equity Shares within its jurisdiction, and/or to its citizens. The offering to which the DLOF relates is not, and under no circumstances is to be construed as, an offering of any Equity Shares or Rights Entitlements for sale in the United States or any other jurisdiction other than India or as a solicitation therein of an offer to buy any of the said Equity Shares or Rights Entitlement.

Investments in equity and equity related securities involve a high degree of risk and investors should not invest any funds in this issue unless they can afford to take the risk of losing their investment. Investors are advised to read risk factors carefully before taking an investment decision in relation to this issue. For taking an investment decision, investors must rely on their own examination of the Issuer and the Issue including the risks involved. The securities being offered in the Issue have not been recommended or approved by SEBI, nor does SEBI guarantee the accuracy or adequacy of the DLOF. Investors are advised to refer to the section titled "Risk Factors" beginning on page 10 of the DLOF before making an investment in this issue.

LEAD MANAGER TO THE ISSUE



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Investor Grievance Email: redressal@idbicapital.com

Contact Person: Ms. Astha Daga

SEBI Registration Number: INM000010866

Note: Capitalised terms not defined herein shall have the same meanings ascribed to such terms in the DLOF.

For UNIVERSAL CABLES LIMITED

Sd/-

Date : May 29, 2015

Place : Satna

Om Prakash Pandey

Company Secretary and Compliance Officer

Disclaimer: "Universal Cables Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Draft Letter of Offer with the Securities and Exchange Board of India. The Draft Letter of Offer is available on the website of SEBI at www.sebi.gov.in and the website of the Lead Manager at www.idbicapital.com. Investors should note that investment in securities involves a high degree of risk and are requested to refer to the DLOF, including the section "Risk Factors" beginning on page 10 of the DLOF."