

KASHIRAM JAIN AND COMPANY LIMITED

Registered Office: Lachit Nagar, S. R. B. Road, Kamrup, Guwahati, Assam-781007

This Advertisement is being issued by Turnaround Corporate Advisors Private Limited, ("Manager to the Offer"/ "Manager"), on behalf of Mr. Devanand Vishal Curtorcar ("Acquirer"), 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 to acquire upto upto 2,75,600 (Two Lakh Seventy Five Thousand Six Hundred) fully paid up Equity Shares of Rs. 10/- (Rupees Ten Only) each ("Offer Shares"), representing 26% of the Fully Paid Up Equity Share Capital of M/s Kashiram Jain and Company Limited (hereinafter referred to as "Target"/ "Target Company"/ "KJCL") from the Public Shareholders of the Target Company by the Acquirer ("Open Offer" or "Offer").

The Detailed Public Statement ("DPS") dated August 17, 2019 with respect to the Open Offer was published on August 20, 2019 in all editions of "Business Standard (English)", all editions of "Business Standard (Hindi)", Mumbai edition of "Mumbai Lakshadeep (Marathi)", Kolkata edition of Arthik Lipi (Bengali), Guwahati edition of Dainandin Barta (Assamese). Further, the Corrigendum to the Detailed Public Statement dated October 11, 2019 ("Corrigendum") with respect to the Open Offer was published on October 14, 2019 in all editions of "Business Standard (English)", all editions of "Business Standard (Hindi)", Mumbai edition of "Mumbai Lakshadeep (Marathi)", Kolkata edition of Arthik Lipi (Bengali), Guwahati edition of Dainandin Barta (Assamese).

- The Offer Price is Rs. 30/- (Rupees Thirty Only) per Equity Share. There has been no revision in the Offer Price.
- The Committee of Independent Directors of the Target Company (hereinafter referred to as "IDC") recommended that the Offer Price of Rs. 30/- (Rupees Thirty only) per Equity Share offered by the Acquirer, being the highest price amongst the selective criteria, is in line with the SEBI SAST Regulations and prima facie appears to be fair and reasonable. The recommendation of the IDC was published on October 16, 2019 in all editions of "Business Standard (English)", all editions of "Business Standard (Hindi)", Mumbai edition of "Mumbai Lakshadeep (Marathi)", Kolkata edition of Arthik Lipi (Bengali), Guwahati edition of Dainandin Barta (Assamese).
- The Offer is not a competing offer in terms of Regulation 20 of the SEBI (SAST) Regulations. Further, there has been no competitive bid to this Open Offer.
- The Letter of Offer (including Form of Acceptance cum acknowledgement) (hereinafter collectively referred to as "LOF") was dispatched on Monday, October 14, 2019 to all the Public Shareholders.
- Public Shareholders are required to refer to Paragraph 8 of the LOF (Procedure for Acceptance and Settlement) at page 20-25 of the LOF in relation to the procedure for tendering their Equity Shares in the Open Offer and are required to adhere to and follow the procedure outlined therein.
- The LOF would also be available on SEBI's website (www.sebi.gov.in) and Manager to Offer's website (www.tcagroup.in) and the Public Shareholders can also apply by downloading such forms from the websites as mentioned above.

Further, in case of non-receipt/non-availability of the LOF, the application can be made on plain paper along with the following details:

- In case of Equity Shares held in physical form:**
 - As per the provisions of Regulation 40(1) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Press Release (PR) no. 51/2018 dated December 03, 2018 and Press Release (PR) no. 12/2019 dated March 27, 2019, requests for transfer of securities shall not be processed unless the securities are held in dematerialized form with a depository w.e.f. April 1, 2019.
 - Accordingly, the Public Shareholders who are holding equity shares in physical form and are desirous of tendering their equity shares in the Offer can do so only after the equity shares are dematerialized. Such Public Shareholders are advised to approach any depository participant to have their equity shares dematerialized.

- In case of Equity Shares held in dematerialized form:**
Public Shareholders who have acquired Equity Shares but whose names do not appear in the register of members of the Target Company on the Identified Date, or unregistered owners or those who have acquired Equity Shares after the Identified Date, or those who have not received the LOF, may also participate in this Offer. Public Shareholders may participate in the Offer by approaching their broker and tender Equity Shares in the Open Offer as per the procedure mentioned in the LOF or in the Form of Acceptance-cum-Acknowledgement. The LOF along with Form of Acceptance-cum-Acknowledgement has been dispatched to all the Public Shareholders as of the Identified Date.

In case of non-receipt of the LOF, such Public Shareholders may download the same from the SEBI website (www.sebi.gov.in) or Manager to the Offer's website (www.tcagroup.in) or obtain a copy of the same from the Registrar to the Offer on providing suitable documentary evidence of holding of the Equity Shares of the Target Company.

Alternatively, in case of non-receipt of the LOF, the Shareholders holding the Equity Shares may participate in the Offer by providing their application in plain paper in writing signed by all shareholder(s), stating name, address, number of Equity Shares held, client ID number, DP name, DP ID number, number of Equity Shares tendered and other relevant documents as mentioned in Paragraphs 8.9 and 8.10 of the LOF. Such Shareholders have to ensure that their order is entered in the electronic platform of BSE which will be made available by BSE before the closure of the Tendering Period.

- In terms of Regulation 16(1) of the SEBI (SAST) Regulations, the Draft Letter of Offer ("DLOF") was submitted to SEBI on Tuesday, August 27, 2019 and all the observations suggested by SEBI vide their letter no. SEBI/HO/CFD/DCR1/OW/P/2019/26033/1 dated October 01, 2019 have been duly incorporated in the LOF.
- There have been no other material changes in relation to the Open Offer, since the date of the Public Announcement ("PA") issued on August 09, 2019, save as otherwise disclosed in the DPS, Corrigendum to DPS and the LOF.
- Details regarding the status of the statutory and other approvals:**
As disclosed in the LOF, to the best of knowledge of the Acquirer, no statutory and other approvals are required in relation to the Open Offer.
- Revised Schedule of Activities:** In terms of the tentative schedule of activity communicated by way of the LOF, the Shareholders of the Target Company are requested to note the following revisions related to the schedule of activity:

Nature of Activity	Original Schedule	Revised Schedule
	Day and Date	Day and Date
Date of the Public Announcement	Friday, August 09, 2019	Friday, August 09, 2019
Date of publication of the Detailed Public Statement	Tuesday, August 20, 2019	Tuesday, August 20, 2019
Last date of filing of Draft Letter of Offer with SEBI	Tuesday, August 27, 2019	Tuesday, August 27, 2019
Last date for a Competing Offer	Thursday, September 12, 2019	Thursday, September 12, 2019
Identified Date*	Tuesday, September 24, 2019	Friday, October 04, 2019
Last Date by which Letter of Offer will be dispatched to the Shareholders	Tuesday, October 01, 2019	Monday, October 14, 2019
Last date by which an independent committee of the Board of Target Company shall give its recommendation	Friday, October 04, 2019	Wednesday, October 16, 2019
Last Date for upward revision of the Offer Price/Offer Size	Monday, October 07, 2019	Thursday, October 17, 2019
Advertisement of Schedule of Activities for Open Offer, status of statutory and other approvals in newspaper	Monday, October 07, 2019	Thursday, October 17, 2019
Date of commencement of tendering period (Offer Opening Date)	Thursday, October 10, 2019	Tuesday, October 22, 2019
Date of expiry of tendering period (Offer Closing Date)	Wednesday, October 23, 2019	Tuesday, November 05, 2019
Date by which all requirements including payment of consideration would be completed	Thursday, November 07, 2019	Wednesday, November 20, 2019

*Identified Date is only for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of Equity Shares of the Target Company (except the Acquirer and the Sellers) are eligible to participate in the Offer any time before the closure of the Offer.

FOR THE ATTENTION OF PUBLIC SHAREHOLDERS

The Open Offer will be implemented by the Acquirer through Stock Exchange Mechanism as provided under the SEBI (SAST) Regulations and circular No. CIR/CFD/POLICYCELL/1/2015 dated April 13, 2015 issued by SEBI as amended via SEBI circular CFD/DCR2/CIR/P/2016/131 dated December 09, 2016.

BSE Limited will be the Designated Stock Exchange for the purpose of tendering shares in the Open Offer.

The Acquirer has requested BSE Limited to provide a separate acquisition window ("Acquisition Window") to facilitate placing of sell orders by Public Shareholders who wish to tender their Equity Shares in the Open Offer.

Accordingly, this Offer is being carried out through the stock exchange mechanism (in the form of a separate acquisition window provided by BSE Limited, being the designated stock exchange) and hence would be subject to payment of securities transaction tax (STT). For further details, Public Shareholders are requested to refer to Paragraph 8 of the LOF (Procedure for Acceptance and Settlement) at page 20-25 of the LOF.

Capitalized terms used but not defined in this Advertisement shall have the meanings assigned to such terms in the PA and/or DPS and/or Corrigendum and/or LOF.

The Acquirer accepts full responsibility for the information contained in this Advertisement and also for the obligations of the Acquirer as laid down in the SEBI (SAST) Regulations.

ISSUED BY THE MANAGER TO THE OFFER

	<p>Turnaround Corporate Advisors Private Limited 714, Vishwadeep Building, Plot No. 4, District Centre, Janakpuri, New Delhi- 110058 Tel : +91-11-45510390 E-mail : info@tcagroup.in Website : www.tcagroup.in Contact Person : Mr. Heemadri Mukerjia SEBI Registration No. : MB/INM000012290</p>
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