

Date: 26th October 2020

To
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalat Street, Fort, Mumbai — 400 001
Scrip Code: 501391

Dear Sir,

Sub: Update on the Voluntary Delisting of the Equity Shares of W H Brady Limited ("Company" or "WHB") Scrip Code: 501391 in accordance with the provisions of Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2009 ("Delisting Regulations")

We are forwarding herewith an update on delisting process initiated by the Promoters of the Company.

Kindly take the above intimation on record and acknowledge.

Yours faithfully,
For W. H. Brady & Co. Ltd.



Khushmeeta Bafna
Company Secretary & Compliance Officer



: BRANCHES :

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SHIVUM HOLDINGS PVT. LTD.

CIN No.: U67120MH1985PTC036094

'Brady House' 4th Floor, 12-14, Veer Nariman Road, Fort, Mumbai - 400 001.

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E-mail : bradys@mtnl.net.in

26th October 2020

To
Board of Directors
W H Brady
'Brady House',
12-14 Veer Nariman Road,
Fort, Mumbai 400001

Dear Sir/ Madam,

Sub: Voluntary Delisting of the Equity Shares of W H Brady Limited ("Company" or "WHB") in accordance with the provisions of Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2009 ("Delisting Regulations")

We, Shivum Holdings Private Limited (the "Acquirer") along with the Promoter Group ("Promoters") had expressed our intentions to delist the Equity Shares of the company from BSE Limited ("Delisting Proposal") pursuant to our offer letter to the Company dated 6 July 2020,

Thereafter this Delisting Proposal was approved by the Board of Directors of the Company in its meeting held on 9 July 2020 and received shareholders approval on 14 August 2020 (stock exchange intimation dated 15 August 2020).

The Floor Price for the Delisting Proposal was determined as Rs. 129.95 per Equity Share as per Regulation 15(2) of the Delisting Regulations. Further, after considering the prevailing market conditions and with a view to provide the Public Shareholders with a fair exit price, the Promoters informed the Company of its willingness to accept Equity Shares tendered by the Public Shareholders in the delisting offer at a price of INR 135 ("Indicative Offer Price").

Further, the Acquirer along with WHB (acting as person acting in concert), had also initiated the Delisting Process for delisting of equity shares of Brady & Morris Engineering Co. Limited ("BME") under the Delisting Regulations. However, the Acquirer alongwith WHB could not accept the offer price determined by the book building process as it was substantially higher than the indicative price indicated by the Promoters, which resulted in the failure of the Delisting Offer for shares of BME.

With the above backdrop of the failure of the Delisting Offer for the shares of BME and in view of the prevailing market conditions and prices, M/s Shivum Holdings Private Limited (the "Acquirer") along with the Promoter Group ("Promoters"), have reconsidered the offer for



Delisting of Equity Shares of the Company and decided not to proceed further with the Delisting Proposal in accordance with the Delisting Regulations

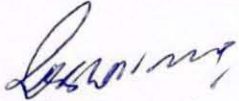
Kindly take the same on record.

Thank you,

Yours Faithfully,

For and on behalf of

Shivum Holdings Private Limited



Rajender Kumar Sharma

Director (DIN: 01215327)