

January 12, 2018

Dy. General Manager BSE Limited Corporate Relation Department, P.J. Towers, Dalal Street, Fort, Mumbai – 400 001 Scrip ID: BLOIN; Scrip Code: 513422			
Delhi Stock Exchange Ltd. DSE House, 3/1 Asaf Ali Road, New Delhi - 110002	Jaipur Stock Exchange Ltd. Stock Exchange Building, JLN Marg, Malviya Nagar, Jaipur – 302017, Rajasthan	The Calcutta Stock Exchange Ltd. 7, Lyons Range, Dalhousie, Kolkata-700001, West Bengal	Ahmedabad Stock Exchange Ltd. Kamdhenu Complex, Opp. Sahajanand College, Panjrapole, Ahmedabad – 380015 Gujarat

Dear Sirs,

Ref: Filing of post offer advertisement in compliance with regulation 18(12)(b)(ii) of the Takeover Regulations (defined below)

Subject: Open offer to the public shareholders of Bloom Industries Limited (“BIL” or “Target Company”) by Rajendra Prasad Gupta, Vikash Gupta and Akash Gupta (“Acquirers”), in terms of the Securities and Exchange Board of India (Substantial Acquisition of Shares And Takeovers) Regulations, 2011, as amended from time to time (“Takeover Regulations”).

With reference to the above captioned subject, a post offer advertisement (“Post Offer Advertisement”) has been published on January 12, 2018 in the newspapers as mentioned below (i.e., being the same newspapers in which the DPS was published), through PL Capital Markets Pvt. Ltd. (“Manager to the offer”) in compliance with regulation 18(12)(b)(i) of the Takeover Regulations:

Newspapers	Language	Editions
Financial Express	English National Daily	All
Jansatta	Hindi National Daily	All
Mumbai Tarun Bharat	Marathi – Regional Language Daily	Mumbai

In regard to the same, we are enclosing herewith a copy of the Post Offer Advertisement published in **Financial Express**, in compliance with regulation 18(12)(b)(ii) of the Takeover Regulations.

We request you to kindly take the above on record and disseminate the information to the public.

Please feel free to contact the undersigned on 022 – 6632 2441 or Mr. Rohan Menon on 022 – 6632 2498 in case you require any clarifications in this regard.

Thanking You,

Yours faithfully
For **PL CAPITAL MARKETS PRIVATE LIMITED**

D. J. KALYANIWALA
VICE PRESIDENT - INVESTMENT BANKING
Encl: a/a



PL Capital Markets Pvt. Ltd.

SEBI Registered Merchant Banker Category I [MB / INM 000011237]

Regd. Office: 3rd Floor, Sadhana House, 570, P. B. Marg, Behind Mahindra Tower, Worli, Mumbai - 400 018.

CIN : U65190MH2007PTC169741 | Tel: +91 22 6632 2222, Fax: +91 22 6632 2229 | Email: plcm@plindia.com, Website: www.plindia.com

POST OFFER ADVERTISEMENT UNDER REGULATION 18(12) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011, (AS AMENDED), FOR THE PUBLIC SHAREHOLDERS OF BLOOM INDUSTRIES LIMITED ("BIL"/ "TARGET COMPANY")

Registered Office: 5, Devpark, Opp. Chandan Cinema, JVDP Scheme, Juhu, Vile-Parle (W), Mumbai - 400 049.
Tel: +91 22 2624 8864; **E-mail:** bloom1989@ymail.com; **CIN:** L27200MH1989PLC054774.

Open Offer for acquisition of 12,23,600 equity shares from the Public Shareholders of Bloom Industries Limited by Mr. Rajendra Prasad Gupta, Mr. Akash Gupta and Mr. Vikash Gupta ("Acquirers").

The capitalized terms used herein shall have the same meaning as assigned to them in the PA, DPS, Corrigendum, the LOF and the Pre-Offer Advertisement Cum Corrigendum issued in connection with this Offer.

This post offer advertisement ("**Post Offer Advertisement**") is being issued by PL Capital Markets Private Limited, on behalf of the Acquirers in compliance with Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 as amended. The DPS in respect to the aforementioned Offer was made on August 31, 2017 in the Financial Express (English - all editions), Jansatta (Hindi - all editions) and Mumbai Tarun Bharat (Marathi - Mumbai edition).

1	Name of the Target Company	Bloom Industries Limited
2	Name of the Acquirers	Mr. Rajendra Prasad Gupta, Mr. Akash Gupta and Mr. Vikash Gupta
3	Name of the Manager to the Offer	PL Capital Markets Private Limited
4	Name of the Registrar to the Offer	Purva Sharegistry (India) Private Limited
5	Offer Details:	
	a) Date of Opening of the Offer	Wednesday, December 20, 2017
	b) Date of Closure of the Offer	Wednesday, January 3, 2018
6	Date of Payout of Consideration	Wednesday, January 10, 2018
7	Details of Acquisition:	

Sr. No.	Particulars	Proposed in the Offer Document (Letter of Offer)		Actuals	
7.1	Offer price	Rs. 12.81 (being the 'Revised Offer Price') per fully paid up equity share of face value Rs. 10 each.		Rs. 12.81 (being the 'Revised Offer Price') per fully paid up equity share of face value Rs. 10 each.	
7.2	Aggregate number of shares tendered	12,23,600		47,600	
7.3	Aggregate number of shares accepted	12,23,600		47,600	
7.4	Size of the Offer (number of shares multiplied by offer price per share)	Rs. 1,56,74,316		Rs. 6,09,756	
7.5	Shareholding of the Acquirers before agreements/PA (No. & %(*))	5,75,100 (12.22%)		5,75,100 (12.22%)	
7.6	Shares acquired by way of the Share Purchase Agreement dated August 23, 2017 ("SPA")				
	• Number	28,23,300 (59.99%)		28,23,300 (59.99%)	
	• % of Fully diluted equity share capital(*)				
7.7	Shares acquired by way of Open Offer				
	• Number	12,23,600 (26.00%)		47,600 (1.01%)	
	• % of fully diluted equity share capital(*)				
7.8	Shares acquired after the DPS (^)				
	• Number of shares acquired	28,23,300		28,23,300	
	• Price of the shares acquired	Rs. 3.75		Rs. 3.75	
	• % of the shares acquired(*)	(59.99%)		(59.99%)	
7.9	Post offer share holding of Acquirers				
	• Number	46,22,000(**) (98.22%)		34,46,000 (73.22%)	
	• % of fully diluted equity share capital(*)				
7.10	Pre & Post offer shareholding of the public	Pre Offer	Post Offer	Pre Offer	Post Offer (^ ^)
	• Number	13,07,600	84,000 (**)	13,07,600	12,60,000
	• % of fully diluted equity share capital(*)	(27.79%)	(1.78%)	(27.79%)	(26.78%)

(*) Excluding 6,44,000 forfeited shares which do not carry any voting rights.

(^) Shares acquired after the DPS are pursuant to the consummation of the SPA on November 8, 2017 (9,05,500 equity shares) and on November 28, 2017 (19,17,800 equity shares).

(**) Assuming full acceptance in the Open Offer.

(^ ^) Excludes post offer shareholding of the Acquirers as shown in 7.9 above.

OTHER INFORMATION

The Acquirers accept full responsibility for their obligations, as laid down in terms of the Takeover Regulations and for the information (other than such information as has been provided or confirmed by the Sellers or the Target Company) contained in this Post Offer Advertisement.

A copy of this Post Offer Advertisement will also be available on the website of SEBI (www.sebi.gov.in), BSE Limited (www.bseindia.com), the Manager to the Offer (www.plindia.com) and at the registered office of the Target Company.

Issued by the Manager to the Offer on behalf of the Acquirers



PL CAPITAL MARKETS PRIVATE LIMITED
3rd Floor, Sadhana House, 570, PB.Marg, Worli, Mumbai - 400 018
Tel: +91 22 6632 2222; **Fax:** +91 22 6632 2229
Website: www.plindia.com; **Email:** bloomopenoffer@plindia.com
Contact person: Mr. Rohan Menon
SEBI Registration No.: INM000011237

Place: Mumbai

Date: January 11, 2018