

April 11, 2017

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai – 400001

The Calcutta Stock Exchange Limited

Lyons Range,
Murgighata,
BBD Bagh,
Kolkata,
West Bengal 700 001, India

Dear Sir,

Sub: Shiva Cement Limited (“Shiva Cement”/”Target Company”) open offer (“Open Offer” / “Offer”)

JSW Cement Limited (“Acquirer”) together with Reynold Traders Private Limited (“PAC”), as person acting in concert with the Acquirer, has made an Open Offer to the Public Shareholders of the Target Company, excluding the parties to the SPA and persons acting in concert or deemed to be acting in concert with such parties including the PAC, to acquire up to 62,400,000 fully paid-up equity shares of Rs. 2 each constituting 32.00% of the total fully diluted voting equity share capital of the Target Company.

We had submitted a physical copies of the public announcement dated January 10, 2017, detailed public statement dated January 17, 2017 and draft letter of offer dated January 24, 2017.

We are pleased to enclose a copy of the final letter of offer dated April 10, 2017 (the “LoF”).

Capitalised terms not defined herein have the same meaning as specified in the enclosed LoF.

Thanking You,

Yours truly,

JM Financial Institutional Securities Limited



Authorised Signatory

Name: Vikas Kothari

Designation: Director

Encl.: as above

LETTER OF OFFER

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

This letter of offer (“**Letter of Offer**”/“**LoF**”) is sent to you as a Public Shareholder (*as defined below*) of Shiva Cement Limited (“**Shiva Cement**”/“**SCL**”/“**Target Company**”). If you require any clarification about the action to be taken, you may consult your stock broker or investment consultant or the Manager/the Registrar to the Offer (*as defined below*). In case you have recently sold your Equity Shares (*as defined below*), please hand over the LoF and the accompanying form of acceptance cum acknowledgement and transfer deed to the member of stock exchange through whom the said sale was effected.

JSW CEMENT LIMITED

A public limited company incorporated under the laws of India

CIN: U26957MH2006PLC160839

Registered address: JSW Centre, BandraKurla Complex, Bandra (East), Mumbai – 400051; (Tel: +91 22 4286 1000, Fax: +91 22 2650 2090) (hereinafter referred to as the “**Acquirer**”)

ALONG WITH

REYNOLD TRADERS PRIVATE LIMITED

A private limited company incorporated under the laws of India

CIN: U51909MH1993PTC240089

Registered address: JSW Centre, BandraKurla Complex, Bandra (East) Mumbai – 400051; (Tel: +91 22 4286 1000, Fax: +91 22 4286 3000) (hereinafter referred to as “**PAC**”)

MAKE A CASH OFFER OF Rs. 16.35 (RUPEES SIXTEEN AND THIRTY FIVE PAISA ONLY) PER EQUITY SHARE (“REVISED OFFER PRICE 2”) OF FACE VALUE OF RS. 2 EACH, TO ACQUIRE UP TO 62,400,000 EQUITY SHARES REPRESENTING 32.00% OF THE EMERGING SHARE CAPITAL (AS DEFINED BELOW), IN ACCORDANCE WITH THE SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011, AS AMENDED (“SEBI (SAST) REGULATIONS”) FROM THE PUBLIC SHAREHOLDERS OF

SHIVA CEMENT LIMITED

A public limited company incorporated under the Companies Act, 1956

CIN: L26942OR1985PLC001557

Registered office: P-25, Civil Township, Rourkela -769004; Tel: +91 66 1240 0168, Fax: +91 66 1240 0172

1. This Open Offer (*as defined below*) is made pursuant to and in compliance with the provisions of Regulation 3(1) and Regulation 4 of the SEBI (SAST) Regulations.
2. This Offer is not a conditional offer and is not subject to any minimum level of acceptance.
3. This Offer is not a competing offer in terms of Regulation 20 of the SEBI (SAST) Regulations.
4. While as of the date of this LoF, no statutory approvals are required by the Acquirer to complete the Open Offer other than as detailed in paragraph 111, if any other statutory approvals are required by the Acquirer and/or the PAC at a later date before the closure of the Tendering Period (*as defined below*), the Offer will be subject to such statutory approval(s). Also see the section “*Statutory and other Approvals*” under **Part VI (Terms and Conditions of the Offer)**.
5. The acquisition of the Equity Shares tendered by Non-Resident Indian (the “**NRIs**”) and Overseas Corporate Bodies (the “**OCBs**”) are subject to approval/exemption, if applicable, from the RBI. NRI and OCB holders of Shares, if any, must obtain all requisite approvals required to tender the Shares held by them pursuant to this Offer (including without limitation, the approval from the RBI or Foreign Investment Promotion Board, India (the “**FIPB**”) and submit such approvals, along with the other documents required in terms of the Letter of Offer. Further, if holders of the Equity Shares who are not persons resident in India (including NRIs, OCBs, QFIs and FIIs) had required any approvals (including from the RBI or FIPB) in respect of the Equity Shares held by them, they will be required to submit the previous approvals that they would have obtained for holding the Equity Shares, to tender the Equity Shares held by them pursuant to this Offer, along with the other documents required to be tendered to accept this Offer. In the event such approvals are not submitted, the Acquirer and/or the PAC reserve the right to reject such Equity Shares tendered in this Offer.
6. Where the statutory approvals extend to some but not all of the Public Shareholders, the Acquirer and PAC shall have the option to make payment to such Public Shareholders in respect of whom no statutory approvals are required in order to complete this Offer.
7. The Acquirer and the PAC may withdraw the Open Offer in accordance with the conditions specified in this LoF. In the event of such withdrawal, it shall be notified in accordance with Regulation 23 of the SEBI (SAST) Regulations by way of a public announcement in the same newspapers in which the Detailed Public Statement dated January 17, 2017 (the “**DPS**”) was published and such public announcement will also be sent to the SEBI (*as defined below*), the Stock Exchanges (*as defined below*) and the Target Company at its registered office.
8. The Revised Offer Price 2 is subject to revision, if any, pursuant to the SEBI (SAST) Regulations or at the discretion of the Acquirer and the PAC at any time prior to three (3) Working Days (*as defined below*) before the commencement of the Tendering Period in accordance with Regulation 18(4) of the SEBI (SAST) Regulations. In the event of such revision, the Acquirer and the PAC shall: (a) make corresponding increases to the escrow amounts, as more particularly set out in **Part V (Offer Price and Financial Arrangements)** of this LoF; (b) make a public announcement in the same newspapers in which the DPS was published; and (c) simultaneously with making such announcement, inform SEBI, the Stock Exchanges and the Target Company at its registered office of such revision. Such revised offer price would be payable for all the Equity Shares validly tendered during the Tendering Period of the Offer.
9. **There has been no competing offer as of the date of this LoF.**

A copy of the PA, the DPS, DLoF, Corrigendum 1, Corrigendum 2, Corrigendum 3, Corrigendum 4, Corrigendum 5 and the LoF (including the form of acceptance cum acknowledgement) is also available on the website of Securities and Exchange Board of India (“**SEBI**”) (www.sebi.gov.in). The terms PA, DPS, DLoF Corrigendum 1, Corrigendum 2, Corrigendum 3, Corrigendum 4 and Corrigendum 5 have been defined below.

MANAGER TO THE OFFER



JM Financial Institutional Securities Limited

7th Floor, Cnergy, AppasahebMaratheMarg, Prabhadevi, Mumbai – 400 025, India.

Tel. No.: +91 22 6630 3030; Fax No.: +91 22 6630 3330

Email: scl.openoffer@jmfli.com

Contact Person: Ms. Prachee Dhuri

SEBI Registration Number: INM000010361

REGISTRAR TO THE OFFER



Karvy Computershare Private Limited

Karvy Selenium, Tower B, Plot Nos. 31-32 Gachibowli Financial District Nanakramguda, Hyderabad – 500 032

Tel: +91 (40) 6716 2222; Fax: +91 (40) 2343 1551

E-mail: scl.openoffer@karvy.com

Contact Person: M Muralikrishna/ R Williams

SEBI Registration Number: INR000000221

A tentative schedule of activities under the Offer is as follows:

Nature of the Activity	Original Schedule Day and Date	Revised Schedule Day and Date
Issue of PA	Tuesday, January 10, 2017	Tuesday, January 10, 2017
Date of publishing the DPS in newspapers	Tuesday, January 17, 2017	Tuesday, January 17, 2017
Filing of the Draft Letter of Offer with SEBI	Tuesday, January 24, 2017	Tuesday, January 24, 2017
Date of publication of Corrigendum 1	-	Tuesday, January 31, 2017
Date of publication of Corrigendum 2	-	Thursday, February 02, 2017
Last date for competing offer(s)	Wednesday, February 08, 2017	Wednesday, February 08, 2017
Date of publication of Corrigendum 3	-	Thursday, February 16, 2017
Date of publication of Corrigendum 4	-	Thursday, March 02, 2017
Date of publication of Corrigendum 5	-	Saturday, March 11, 2017
Last date for receipt of comments from SEBI on the Draft Letter of Offer (in the event SEBI has not sought clarification or additional information from the Manager to the Offer)	Wednesday, February 15, 2017	Monday, April 03, 2017*
Identified Date#	Friday, February 17, 2017	Thursday, April 06, 2017
Date by which the Letter of Offer is to be dispatched to the Public Shareholders whose name appear on the register of members on the Identified Date	Monday, February 27, 2017	Thursday, April 13, 2017
Last date for upward revision of the Offer Price and/or the Offer Size	Wednesday, March 01, 2017	Monday, April 17, 2017
Last date by which a committee of independent directors of the Target Company is required to give its recommendation to the Public Shareholders of the Target Company for this Offer	Thursday, March 02, 2017	Tuesday, April 18, 2017
Date of publication of advertisement containing announcement of the schedule of	Friday, March 03, 2017	Thursday, April 20, 2017

Nature of the Activity	Original Schedule Day and Date	Revised Schedule Day and Date
activities of this Offer, status of statutory and other approvals, if any, and procedure for tendering acceptances		
Date of commencement of Tendering Period	Monday, March 06, 2017	Friday, April 21, 2017
Date of closure of Tendering Period	Monday, March 20, 2017	Friday, May 05, 2017
Last date of communicating the rejection/ acceptance and completion of payment of consideration or refund of Equity Shares to the Public Shareholders of the Target Company whose Equity Shares have been rejected / accepted in this Offer	Wednesday, April 05, 2017	Monday, May 22, 2017**
Last date for issue of post-offer advertisement	Wednesday, April 12, 2017	Monday, May 15, 2017

* Actual date of receipt of SEBI observation letter dated March 31, 2017

** Calculated as the tenth Working Day from the last date of the Tendering Period, in accordance with Regulation 18(10) of the SEBI (SAST) Regulations

The Identified Date is only for the purpose of determining the Public Shareholders as on such date to whom the Letter of Offer would be sent. It is clarified that all the Public Shareholders (registered or unregistered) of the Target Company are eligible to participate in this Offer at any time prior to the closure of the Tendering Period under the Offer.

RISK FACTORS

The risk factors set forth below pertain to this Offer and the Acquirer and the PAC and are not in relation to the present or future business operations of the Target Company or other related matters. These are neither exhaustive nor intended to constitute a complete analysis of the risks involved in the participation by Public Shareholder (as defined below) in this Offer, but are merely indicative. Public Shareholders are advised to consult their stockbrokers, investment consultants and/or tax advisors, for understanding and analysing all risks associated with respect to their participation in this Offer. For capitalised terms used herein please refer to the section on Definitions and Abbreviations set out below.

I. Risks relating to the underlying transaction

- As on the date of this LoF, to the best of the knowledge of the Acquirer and the PAC, for the Acquirer and/or the PAC to complete the underlying transaction pursuant to the SPA there are no statutory approvals required by the Acquirer and PAC. However, in case if any statutory approvals are required by the Acquirer and / PAC at a later date, this Offer shall be subject to such approvals and the Acquirer/ PAC shall make the necessary applications for such statutory approvals.

II. Risks relating to the Offer

- The Offer is an open offer under the SEBI (SAST) Regulations to acquire not more than 32.00% of the issued, subscribed and paid up equity share capital of the Target Company, expected as of the tenth (10th) Working Day from the closure of the Tendering Period, from the Public Shareholders. In the event the Offer is over-subscribed, acceptance will be on a proportionate basis and will be contingent upon the level of subscription. Accordingly, there is no assurance that all the Equity Shares tendered by the Public Shareholders in the Offer will be accepted. The unaccepted Equity Shares will be returned to the Public Shareholders in accordance with the schedule of activities for the Offer.
- As on the date of this LoF, to the best of the knowledge of the Acquirer and the PAC, for the Acquirer and/or the PAC to complete this Offer and to complete the underlying transaction pursuant to the SPA, there are no statutory approvals required by the Acquirer and PAC. However, in case if any statutory approvals are required by the Acquirer and / PAC at a later date before the closure of the Tendering Period, this Offer shall be subject to such approvals and the Acquirer/ PAC shall make the necessary applications for such statutory approvals. In the event of non-receipt of such statutory approvals, the Acquirer shall have the right to withdraw the Offer in the accordance with the provisions of Regulation 23(1) of the SEBI (SAST) Regulations.
- In the event of such withdrawal of this Offer pursuant to non-receipt of statutory approvals, if any, a public announcement will be made within two (2) Working Days of such withdrawal, in the same newspapers in which this DPS has been published and such public announcement will also be sent to the Stock Exchanges, SEBI and the Target Company at its registered office. In case of delay in receipt of any statutory approvals, as per Regulation 18(11) of the SEBI (SAST) Regulations, SEBI may, if satisfied, that delay in receipt of the requisite statutory approvals was not attributable to any wilful default, failure or neglect on the part of the Acquirer and/or the PAC to diligently pursue such approvals, grant an extension of time for the purpose of

completion of this Offer, subject to the Acquirer agreeing to pay interest to the Public Shareholders for such delay at such terms and conditions as may be specified by SEBI.

- The Public Shareholders may tender their Equity Shares in the Offer at any time from the commencement of the Tendering Period but prior to the closure of the Tendering Period. The Acquirer has up to ten (10) Working Days from the closure of the Tendering Period to pay the consideration to the Public Shareholders whose Equity Shares are accepted in the Offer.
- The acquisition of the Equity Shares tendered by Non-Resident Indian (the “**NRI**s”) and Overseas Corporate Bodies (the “**OCBs**”) are subject to approval/exemption, if applicable, from the RBI. NRI and OCB holders of Equity Shares, if any, must obtain all requisite approvals required to tender the Equity Shares held by them pursuant to this Offer (including without limitation, the approval from the RBI or Foreign Investment Promotion Board, India (the “**FIPB**”)) and submit such approvals, along with the other documents required in terms of the Letter of Offer. Further, if holders of the Equity Shares who are not persons resident in India (including NRIs, OCBs, QFIs and FIIs) had required any approvals (including from the RBI or FIPB) in respect of the Equity Shares held by them, they will be required to submit the previous approvals that they would have obtained for holding the Equity Shares, to tender the Equity Shares held by them pursuant to this Offer, along with the other documents required to be tendered to accept this Offer. In the event such approvals are not submitted, the Acquirer and/or the PAC reserve the right to reject such Equity Shares tendered in this Offer.
- Equity Shares, once tendered in the Offer, cannot be withdrawn by the Public Shareholders, even if the acceptance of Equity Shares under the Offer and/or dispatch of consideration are delayed. The tendered Equity Shares and documents will be held in trust by the Registrar to the Offer (as defined below) / Clearing Corporation until such time as the process of acceptance of tenders and the payment of consideration is completed.
- Once tendered, the Public Shareholders who have tendered their Equity Shares will not be able to trade such Equity Shares. During such period, there may be fluctuations in the market price of the Equity Shares that may adversely impact the Public Shareholders who have tendered their Equity Shares in this Offer. It is understood that the Public Shareholders will be solely responsible for their decisions regarding the participation in this Offer. None of the Acquirer, the PAC (nor any persons deemed to be acting in concert with the Acquirer) nor the Manager to the Offer makes any assurance with respect to the market price of the Equity Shares before the commencement of the Offer, during the period that the Offer is open and upon completion of the Offer and each of them disclaims any responsibility with respect to any decision by the Public Shareholders on whether or not to participate in the Offer.
- This LoF has not been filed, registered or approved in any jurisdiction outside India. Recipients of this LoF who are resident in jurisdictions outside India should inform themselves of and comply with all applicable legal requirements. This Offer is not directed towards any person or entity in any jurisdiction or country where the same would be contrary to applicable laws or regulations or would subject the Acquirer and the PAC or the Manager to the Offer to any new or additional registration requirements. The Offer is not being made and will not be made directly or indirectly in the United States of America, or by use of the U.S. mail or any U.S. means or instrumentality of U.S. interstate or foreign commerce or any facility of a U.S. national securities exchange, and the Offer cannot be accepted by use of any such means, instrumentality or facility. Accordingly, copies of this document and any related offering documents are not being, and must not be, mailed or otherwise transmitted or distributed in or into the United States of America.

- The Acquirer, the PAC and the Manager to the Offer accept no responsibility (nor shall any persons deemed to be acting in concert with the Acquirer be responsible) for statements made otherwise than in the PA, the DPS, the DLoF, this LoF or in the advertisement or any materials issued by or at the instance of the Acquirer and/or PAC, excluding such information pertaining to the Target Company, which has been obtained from publicly available sources or provided or confirmed by the Target Company. Any person placing reliance on any other source of information will be doing so at his/her/its own risk.
- The Acquirer, the PAC and the Manager to the Offer do not accept any responsibility (nor shall any deemed persons acting in concert with the Acquirer be responsible) for the accuracy or otherwise of the tax provisions set forth in this LoF.

III. Risks involved in associating with the Acquirer and the PAC

- None of the Acquirer, the PAC or the Manager to the Offer makes any assurance with respect to the financial performance of the Target Company or the continuance of past trends in the financial and operating performance of the Target Company nor do they make any assurance with respect to the market price of the Equity Shares before, during or after the Offer. Each of the Acquirer and the PAC expressly disclaim (nor shall any persons deemed to be acting in concert with the Acquirer have) any responsibility or obligation of any kind (except as required under applicable law) with respect to any decision by any Public Shareholder on whether to participate or not to participate in this Offer.
- None of the Acquirer, the PAC or the Manager to the Offer makes any assurance with respect to their investment or disinvestment plans relating to the Acquirer or PAC present or future shareholding in the Target Company.
- The acquisition of Equity Shares may result in the public shareholding in the Target Company falling below the level required for continued listing. While the Acquirer/PAC/other promoter group entities are required to reduce the non-public shareholding to the level specified and within the time stipulated in the Securities Contracts (Regulation) Rules, 1957, as amended (“**SCRR**”), any failure to comply with the conditions of the SCRR and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**LODR Regulations**”) could have an adverse effect on the price and tradability of the Equity Shares.

The risk factors set forth above are indicative only, are limited to the Offer and are not intended to provide a complete analysis of all risks in relation to the Offer or in association with the Acquirer and PAC and are not exhaustive. The risk factors set out above do not relate to the present or future business or operations of the Target Company or any other related matters and are neither exhaustive nor intended to constitute a complete analysis of the risks involved in participation in the Offer by a Public Shareholder. The Public Shareholders are advised to consult their stockbroker, tax advisor and/or investment consultant, if any, for understanding of the further risks associated with respect to their participation in the Offer.

CURRENCY OF PRESENTATION

In this LoF, all references to “**Rupees**”, “**Rs.**” or “**INR**” are to Indian Rupees, the official currency of the Republic of India. In this LoF, any discrepancy in any table between the total and sums of amounts listed are due to rounding off and/or regrouping.

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DEFINITIONS AND ABBREVIATIONS

Term	Description
Acquirer/ JSW Cement	JSW Cement Limited
Act	Income-tax Act, 1961, as amended
Advance Sale Share Consideration	Has meaning given to it in paragraph 7 of this Letter of Offer
Board/ Board of Directors / BOD	Board of directors of the Target Company
BSE	BSE Limited
Buying Broker	JM Financial Services Limited
CDSL	Central Depository Services (India) Limited
CIN	Corporate Identity Number
Clearing Corporation	Indian Clearing Corporation Limited
Corrigendum 1	Corrigendum dated January 31, 2017 intimating the Revised Offer Price 1 of Rs 15.58 per Equity Share
Corrigendum 2	Corrigendum dated February 2, 2017 intimating the Revised Offer Price 2 of Rs 16.35 per Equity Share
Corrigendum 3	Corrigendum dated February 16, 2017 intimating the execution of SPA 2
Corrigendum 4	Corrigendum dated March 2, 2017 intimating the completion of SPA
Corrigendum 5	Corrigendum dated March 11, 2017 intimating the completion of SPA 2
Corrigendums	Corrigendum 1, Corrigendum 2, Corrigendum 3, Corrigendum 4 and Corrigendum 5 together
CSE	The Calcutta Stock Exchange Limited
Depositories	CDSL and NSDL
Draft Letter of Offer/DLoF	The draft Letter of Offer dated January 24, 2017 filed with SEBI in accordance with Regulation 16(1) of the SEBI (SAST) Regulations
DP/ Depository Participant	Depository Participant
DPS/Detailed Public Statement	The detailed public statement, published on January 17, 2017 on behalf of the Acquirer and the PAC in Business Standard (English, All Editions), Business Standard (Hindi, All Editions), Navshakti (Marathi, Mumbai Edition) and Kalantar Patrika (Bengali, Kolkata Edition)
DTAA	Double Tax Avoidance Agreement
Emerging Share	The total voting equity capital of the Target Company on a fully diluted basis

Term	Description
Capital	expected as of the tenth (10 th) Working Day from the closure of the Tendering Period
Equity Shareholders	All holders of Equity Shares, including beneficial owners of the Equity Shares
EPS	Earnings per share
Equity Shares	Fully paid-up equity shares of the Target Company having a face value of Rs. 2 each.
Escrow Account	Has the meaning given to it in paragraph 88 of this Letter of Offer
Escrow Agreement	Has the meaning given to it in paragraph 88 of this Letter of Offer
Escrow Bank	Has the meaning given to it in paragraph 88 of this Letter of Offer
FII	Foreign Institutional Investors as defined under the SEBI (Foreign Portfolio Investors) Regulations, 2014, as amended
FIPB	Foreign Investment Promotion Board
Form of Acceptance-cum-Acknowledgment	Form of acceptance-cum-acknowledgement attached to the LoF
Identified Date	The date falling on the 10 th Working Day prior to the commencement of the Tendering Period for the purposes of determining the Public Shareholders to whom the LoF shall be sent
Letter of Offer/LoF	The letter of offer will be dispatched to the Public Shareholders in accordance with Regulation 18(2) of the SEBI (SAST) Regulations
LODR Regulations	Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended
Manager/ Manager to the Offer	JM Financial Institutional Securities Limited, the merchant banker appointed by the Acquirer as the manager to the Offer pursuant to the SEBI (SAST) Regulations
MM/Mn/Million	1,000,000 units
NRI	Non-Resident Indian as defined under the Foreign Exchange Management (Deposit) Regulations, 2000, as amended
NSDL	National Securities Depository Limited
OCB	Overseas Corporate Body as defined in the Foreign Exchange Management (Deposit) Regulations, 2000, as amended
Offer/Open Offer	The Offer, being made by the Acquirer and the PAC, for acquiring up to 62,400,000 Equity Shares representing 32.00% of the Emerging Share Capital as of the tenth (10 th) Working Day from the closure of the Tendering Period, from the Public Shareholders at the Offer Price payable in cash
Offer Period	The period starting from January 10, 2017 (being the date of the PA) until the date on which payment of consideration to Public Shareholders who have validly

Term	Description
	tendered their Equity Shares in the Offer is completed, or the date on which the Offer is withdrawn, as the case may be
Offer Price	Price offered to Public Shareholders under the Open Offer in terms Regulation 8 of SEBI (SAST) Regulations i.e. Revised Offer Price 2 of Rs 16.35 per Offer Share
Offer Size	Up to 62,400,000 Equity Shares, representing 32.00% of the Emerging Share Capital of the Target Company
Offer Shares	62,400,000 Equity Shares, representing 32.00% of the Emerging Share Capital
Original Offer Price	Price of Rs 14.00 (Rupees fourteen only) per Equity Share as disclosed in the PA
Other Selling Shareholders	RP Gupta, RP Gupta (HUF), Vikash Gupta, Sonu Gupta, Shilpi Gupta, Preeti Gupta, Anubha Gupta and Akash Gupta
PAC	Reynold Traders Private Limited
PAN	Permanent account number
Preference Shares	9% non-cumulative redeemable preference shares of the Target Company having a face value of Rs. 2 each
Public Announcement/PA	Public announcement of the Offer made by the Manager to the Offer on behalf of the Acquirer and the PAC on January 10, 2017, in accordance with Regulations 3(1) and 4 read with Regulations 13(1) read with Regulation 15(1) of the SEBI (SAST) Regulations
Public Shareholders	All Equity Shareholders other than the Acquirer, the PAC, parties to the SPA, and persons deemed to be acting in concert with such parties
RBI	Reserve Bank of India
Registrar to the Offer	M/s. Karvy Computershare Private Limited, having its registered office at Karvy Selenium, Tower B, Plot Nos. 31-32 Gachibowli Financial District Nanakramguda, Hyderabad – 500 032
Revised Offer Consideration	Has the meaning given to it in paragraph 87 of this Letter of Offer
Revised Offer Price 1	Rs 15.58 per Offer Share as intimated through Corrigendum 1 dated January 31, 2017
Revised Offer Price 2	Rs 16.35 per Offer Share as intimated through Corrigendum 2 dated February 02, 2017
Rs./Rupees/INR	The lawful currency of the Republic of India
Sale Shares	Has the meaning given in paragraph 2 under Part II (Details of the Offer – Background to the Open Offer) on page 15 of this LoF
SCRR	Securities Contracts (Regulation) Rules, 1957, as amended
SEBI	Securities and Exchange Board of India

Term	Description
SEBI Act	Securities and Exchange Board of India Act, 1992, as amended
SEBI (SAST) Regulations/ SEBI Takeover Regulations	Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto
SEBI (SAST) Regulations 1997	The erstwhile Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto
Sellers/ Selling Shareholders	Unicon Merchants Private Limited and Other Selling Shareholders
Selling Broker	Has the meaning given in paragraph 116 on page 44 of this LoF
Share Escrow Agreement	Escrow agreement dated January 11, 2017, amendment agreement dated January 18, 2017 and amendment agreement dated February 24, 2017 entered into amongst the Sellers, the Acquirer and ICICI Bank Limited
SPA/ Share Purchase Agreement	The share purchase agreement dated January 10, 2017 between the Sellers and the Acquirer, under which the Acquirer has agreed to acquire up to 69,453,817 (sixty nine million four hundred and fifty three thousand eight hundred and seventeen only) Equity Shares representing 35.62% of the Emerging Share Capital
SPA 2 / Share Purchase Agreement 2	The share purchase agreement dated February 15, 2017 between ACC Limited and the Acquirer, under which the Acquirer has agreed to acquire up to 23,650,000 (twenty three million six hundred and fifty thousand only) Equity Shares representing 12.13% of the Emerging Share Capital for cash
Stock Exchanges	The BSE and CSE
STT	Securities transaction tax
Target Company/ Shiva Cement/ SCL	Shiva Cement Limited, public limited company incorporated under the Companies Act, 1956, having its registered office at P-25, Civil Township, Rourkela -769004
Tendering Period	Period commencing from April 21, 2017 and closing on May 05, 2017
TRC	Tax residency certificate
TRS	Transaction registration slip generated by Stock Exchange bidding system
Unicon	Unicon Merchants Private Limited
Working Day	A working day of SEBI

I.Disclaimer Clause

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NO ACTION HAS BEEN OR WILL BE TAKEN TO PERMIT THIS OFFER IN ANY JURISDICTION WHERE ACTION WOULD BE REQUIRED FOR THAT PURPOSE. THIS LOF SHALL BE DISPATCHED TO ALL PUBLIC SHAREHOLDERS WHOSE NAME APPEARS ON THE REGISTER OF MEMBERS OF THE TARGET COMPANY, AT THEIR STATED ADDRESS, AS OF THE IDENTIFIED DATE. HOWEVER, RECEIPT OF THE LOF BY ANY PUBLIC SHAREHOLDER IN A JURISDICTION IN WHICH IT WOULD BE ILLEGAL TO MAKE THIS OFFER, OR WHERE MAKING THIS OFFER WOULD REQUIRE ANY ACTION TO BE TAKEN (INCLUDING, BUT NOT RESTRICTED TO, REGISTRATION OF THIS LOF UNDER ANY LOCAL SECURITIES LAWS), SHALL NOT BE TREATED BY SUCH PUBLIC SHAREHOLDER AS AN OFFER BEING MADE TO THEM AND SHALL BE CONSTRUED BY THEM AS BEING SENT FOR INFORMATION PURPOSES ONLY.

PERSONS IN POSSESSION OF THIS LOF ARE REQUIRED TO INFORM THEMSELVES OF ANY RELEVANT RESTRICTIONS IN THEIR RESPECTIVE JURISDICTIONS. ANY PUBLIC SHAREHOLDER WHO TENDERS HIS, HER OR ITS EQUITY SHARES IN THIS OFFER SHALL BE DEEMED TO HAVE DECLARED, REPRESENTED, WARRANTED AND AGREED THAT HE, SHE OR IT IS AUTHORISED UNDER THE PROVISIONS OF ANY APPLICABLE LOCAL LAWS, RULES, REGULATIONS AND STATUTES TO PARTICIPATE IN THIS OFFER.”

II. Details of the Offer

Background to the Open Offer

1. This Offer is being made in accordance with Regulation 3(1) and Regulation 4 of the SEBI (SAST) Regulations pursuant to the execution of the SPA between the Acquirer and the Sellers.
2. The Open Offer is a mandatory open offer being made by JSW Cement Limited, being the Acquirer, together with Reynold Traders Private Limited (“PAC”), to the Public Shareholders of the Target Company, pursuant to Regulation 3(1) and Regulation 4 read with Regulation 13(1)(e) of the SEBI (SAST) Regulations. The Open Offer was triggered on January 10, 2017 pursuant to the SPA executed on January 10, 2017, under which the Acquirer has agreed to acquire up to 69,453,817 Equity Shares (“Sale Shares”) at a price of Rs. 14.00 per Equity Share from the Sellers, being part of the promoter and promoter group of the Target Company, in accordance with the terms set out under the SPA, representing 35.62% of the Emerging Share Capital, completion under which was subject to the satisfaction of certain conditions precedent, including: (a) the receipt of prior written approval from Tata Capital Financial Services Limited being one of the lenders of the Target Company (which approval is considered to be outside the reasonable control of the Acquirer and PAC); and (b) there being no judicial order pronounced by any court of law (i) against the transaction; or (ii) preventing transfer of the Sale Shares to the Acquirer. The Acquirer has vide its letter dated February 28, 2017 waived the conditions precedent under point (a). Accordingly, the Open Offer also shall not be subject to the above conditions precedent. Since the Acquirer has entered into an agreement to acquire voting rights in excess of 25.00% of the equity share capital of the Target Company, this Offer is being made under Regulation 3(1) of the SEBI (SAST) Regulations. The Acquirer has consummated the transactions contemplated in the SPA on March 01, 2017 and will be classified as the promoter of the Target Company in accordance with the provisions of the LODR Regulations. Accordingly, this Offer is also being made under Regulation 4 of the SEBI (SAST) Regulations. The SPA also sets forth the terms and conditions agreed between the Sellers and the Acquirer, and their respective rights and obligations.
3. Details of the underlying transaction pursuant to the SPA is set out below:

Details of underlying transaction						
Type of Transaction (Direct/ Indirect)	Mode of Transaction (Agreement/ Allotment/ Market purchase)	Shares/Voting rights acquired/proposed to be acquired		Total Consideration for shares / Voting rights acquired (Rs.)	Mode of payment (Cash/ securities)	Regulation which has been triggered
		Number	% vis a vis Emerging Share Capital			
Direct acquisition	SPA	Acquisition of 69,453,817 Equity Shares from the Sellers	Acquisition of 35.62% of the Emerging Share Capital from the Sellers ⁽¹⁾	Rs. 972,353,438 for 35.62% of the Emerging Share Capital	Cash	Regulations 3(1) and 4 of the SEBI (SAST) Regulations

1. *In the event the Acquirer’s stake in the Target Company after the completion of the Offer and acquisition under the SPA exceeds 75.00% of the equity share capital of the Target Company, the Acquirer will be under a statutory obligation to sell down their stake to 75.00% of the equity share capital of the Target Company in such manner and time permitted under the Securities Contracts (Regulation) Rules, 1957.*

4. The Equity Shareholders of the Target Company who are parties to the SPA along with persons acting in concert with them shall not be eligible to tender their Equity Shares in the Offer.

5. The acquisition of the Equity Shares of the Target Company by the Acquirer and the Sellers pursuant to the SPA was subject to the satisfaction of certain conditions precedent, inter alia (a) the receipt of prior written approval from Tata Capital Financial Services Limited being one of the lenders of the Target Company (which approval is considered to be outside the reasonable control of the Acquirer and PAC); and (b) there being no judicial order pronounced by any court of law (i) against the transaction; or (ii) preventing transfer of the Sale Shares to the Acquirer. The Acquirer has vide its letter dated February 28, 2017 waived the conditions precedent under point (a). Accordingly, the Open Offer also shall not be subject to the above conditions precedent.
6. There was an escrow mechanism for the Sale Shares pursuant to which the Sale Shares were to be held in escrow depository account(s) and the consideration for the Sale Shares were to be held in an escrow account in accordance with the terms of such escrow agreement dated January 11, 2017, amendment agreement dated January 18, 2017 and amendment agreement dated February 24, 2017 entered into, amongst the Sellers, the Acquirer and ICICI Bank Limited (collectively referred to as the “**Share Escrow Agreement**”).
7. In accordance with the terms of the SPA and the Share Escrow Agreement, an advance consideration of Rs.550,000,000 (Rupees five hundred and fifty million only) for the Sale Shares (“**Advance Sale Share Consideration**”) was remitted to the Sellers in the following manner: (a) Rs.475,000,000 (Rupees four hundred and seventy five million) was transferred to the bank accounts of the Sellers (other than Mrs. Shilpi Gupta and Mr. Akash Gupta) immediately upon deposit of the Sale Shares (other than those held by Mrs. Shilpi Gupta and Mr. Akash Gupta) and the consideration in the escrow depository accounts and the escrow account, respectively, held by ICICI Bank Limited acting as the escrow agent for and on behalf of the Sellers and the Acquirer; (b) Rs.20,000,000 (Rupees twenty million) was agreed to be transferred to the bank account of Mrs. Shilpi Gupta immediately upon deposit of Sale Shares held by her in the depository account of the Acquirer; and (c) Rs.55,000,000 (Rupees fifty five million) was agreed to be transferred to the bank account of Mr. Akash Gupta immediately upon release of the pledge over such Sale Shares held by him and deposit of the such Sale Shares in his escrow depository account.
8. On February 28, 2017, the Acquirer has deposited 100 per cent of the offer consideration of Rs 1,020,240,000 (Rupees one billion twenty million two hundred and forty thousand only) (“**Revised Offer Consideration**”) being 62,400,000 Equity Shares multiplied by Revised Offer Price 2 of Rs 16.35 per Equity Share, in the Escrow Account.
9. Post the completion of the above, a meeting of the Board of Directors of the Target Company was convened and the following matters were considered and approved
 - a) Mr. Narinder Singh Kahlon and Mr. Manoj Kumar Rustagi, representing the Acquirer, were appointed as additional directors of Shiva Cement Limited with effect from February 28, 2017;
 - b) Mr. Akash Gupta resigned from the Board with effect from March 10, 2017;
 - c) Mrs. Preeti Gupta resigned from the Board with effect from March 1, 2017.
10. On March 01, 2017, in accordance with Regulation 22(2) of the SEBI (SAST) Regulations, JSW Cement Limited completed the acquisition of the Sale Shares representing 35.62 per cent of the Emerging Share Capital of the Target Company.
11. Pursuant to the Offer and the underlying transaction contemplated in the SPA, the Acquirer will become the promoter of the Target Company and the Sellers and other parties who are currently, members of the promoter group will cease to be the promoters of the Target Company in accordance with the provisions of the LODR Regulations. The re-classification of the Sellers and other parties

who are currently, members of the promoter group, from promoter to non-promoter/public is subject to the approval of Equity Shareholders of the Target Company in a general meeting in terms of the LODR Regulations and conditions prescribed therein.

12. The announcement of the transaction in the public domain and the entering into the SPA triggered Regulation 3(1) and Regulation 4 of the SEBI (SAST) Regulations.
13. The Acquirer and PAC have not been prohibited by SEBI from dealing in securities pursuant to the terms of any directions issued under Section 11B of the SEBI Act or under any regulations made under the SEBI Act.
14. As per Regulation 26(6) of the SEBI (SAST) Regulations, the Board of Directors is required to, upon receipt of the DPS, constitute a committee of independent directors to provide its written reasoned recommendations on the Open Offer to the Public Shareholders. As per Regulation 26(7) read with Regulation 26(6) of the SEBI (SAST) Regulations, the written reasoned recommendations of the committee of independent directors is required to be published by the Target Company at least two (2) Working Days prior to the commencement of the Tendering Period in the same newspapers where the DPS was published and simultaneously, a copy of such recommendations needs to be sent to SEBI, the Stock Exchanges and to the Manager to the Offer.
15. Currently, the Acquirer or the PAC do not have any future plans with respect to the Board of Directors other than as agreed in the SPA as follows:
 - a) Appointment of directors on the Board of Directors up to 2/3rd of the total directors on the Board of Directors (excluding nominee directors) with immediate effect in such a manner so as to enable the Acquirer to have majority representation on the Board of Directors.
 - b) Acceptance of resignation of directors, namely Mr. Akash Gupta and Mrs. Preeti Gupta from the Board of Directors of the Target Company.
 - c) Appointment of new chairman to the Board of Directors.

On February 28, 2017, a meeting of the Board of Directors was convened and the following matters were discussed and approved:

- a) Mr. Narinder Singh Kahlon and Mr. Manoj Kumar Rustagi, representing the Acquirer, were appointed as additional directors of Shiva Cement Limited with effect from February 28, 2017.
- b) Mr. Akash Gupta resigned from the Board with effect from March 10, 2017; and
- c) Ms. Preeti Gupta resigned from the Board with effect from March 1, 2017.

Details of the Open Offer

16. The PA announcing the Open Offer, under Regulations 3(1) and 4 read with Regulations 13(1) read with Regulation 15(1) of the SEBI (SAST) Regulations, was made on January 10, 2017 to the Stock Exchanges and a copy thereof was also filed with SEBI and sent to the Target Company at its registered office.
17. The DPS in respect of the Open Offer was published on January 17, 2017 in the following newspapers:

Newspaper	Language	Editions
Business Standard	English	All Editions
Business Standard	Hindi	All Editions
Navshakti	Marathi	Mumbai Edition
Kalantar Patrika	Bengali	Kolkata Edition

(The PA and the DPS are also available at the SEBI website: www.sebi.gov.in.)

18. The Open Offer is being made by the Acquirer together with the PAC in their capacity as PAC to all Public Shareholders of the Target Company in terms of Regulation 3(1) and Regulation 4 of the SEBI (SAST) Regulations.
19. The Acquirer, together with PAC are making the Open Offer to the Public Shareholders under the SEBI (SAST) Regulations for the acquisition of up to the Offer Size i.e., 62,400,000 (sixty two million four hundred thousand) fully paid-up Equity Shares representing 32.00% of the Emerging Share Capital of the Target Company on a fully diluted basis expected as of the tenth (10th) Working Day from the closure of the Tendering Period from the Public Shareholders at the Revised Offer Price 2 of Rs. 16.35 (Rupees sixteen and thirty five paise only) per Equity Share, determined in accordance with Regulation 8(1) and Regulation 8(2) of the SEBI (SAST) Regulations, payable in cash, in accordance with Regulation 9(1)(a) of the SEBI (SAST) Regulations, subject to the terms and conditions mentioned hereinafter. The Revised Offer Price 2 will be paid in cash in accordance with Regulation 9(1)(a) of the SEBI (SAST) Regulations and subject to the terms and conditions mentioned in the PA, the DPS and the LoF.
20. There are no partly paid-up Equity Shares in the Target Company.
21. The Emerging Share Capital of the Target Company has been calculated as follows:

Particulars	Issued and paid up Equity Share capital and voting rights	% of Emerging Share Capital
Fully paid up Equity Shares as of the PA date	195,000,000 fully paid up Equity Shares of Rs. 2 each	100.00
Partly paid up Equity Shares as of the PA date	Nil	Nil
Employee stock options or other convertible instruments outstanding	Nil	Nil
Emerging Share Capital	195,000,000 fully paid up equity shares of Rs. 2 each	100.00

22. This Open Offer is not conditional upon any minimum level of acceptance in terms of Regulation 19(1) of the SEBI (SAST) Regulations. All Equity Shares validly tendered by the Public Shareholders pursuant to the Open Offer will be accepted at the Revised Offer Price 2 by the Acquirer, in accordance with the terms and conditions contained in the DPS and the LoF. In the event that the Equity Shares tendered in the Open Offer by the Public Shareholders are more than the Equity Shares

to be acquired under the Open Offer, the acquisition of the Equity Shares from each Public Shareholder will be on a proportionate basis as detailed in paragraph 136 of this LoF.

23. There has been no competing offer under Regulation 20 of the SEBI (SAST) Regulations as on the date of this LoF. All the Equity Shares validly tendered under this Offer to the extent of the Offer Size will be acquired by the Acquirer in accordance with the terms and conditions set forth in this LoF. The Public Shareholders who tender their Equity Shares under this Offer should ensure that the Equity Shares are clear from all liens, charges and encumbrances. The Acquirer shall acquire the Equity Shares from the Public Shareholders, who validly tender their Equity Shares, together with all rights attached thereto, including all rights to dividends, bonuses and rights offers declared thereon.
24. The Offer is not conditional on any minimum level of acceptance by the Public Shareholders and is not a competing offer in terms of Regulation 20 of the SEBI (SAST) Regulations.

Other matters

25. The Acquirer and ACC Limited entered into a share purchase agreement, executed on February 15, 2017 (“SPA 2”) wherein the Acquirer has agreed to acquire up to 23,650,000 Equity Shares (“Sale Shares 2”) at a price of Rs. 16.35 per Equity Share from ACC Limited, in accordance with the terms set out under the SPA 2, representing 12.13% of the Emerging Share Capital for cash. On March 09, 2017, the Acquirer completed the acquisition of Sale Shares 2.
26. The Acquirer and PAC made acquisitions of Equity Shares on floor of BSE (“Open Market Purchases”) in accordance with Regulation 22(2A) of the SEBI (SAST) Regulations. The details of the same are provided below:

Buyer	Date of acquisition	Number of Equity Shares	Mode of acquisition	Average purchase price per Equity Share (in Rs.) (Excl. taxes and brokerage charges)	% of Emerging Share Capital
JSW Cement Limited	January 30, 2017	900,000	Open market purchases	15.58	0.46%
Reynold Traders Private Limited	January 30, 2017	900,000	Open market purchases	15.58	0.46%
JSW Cement Limited	January 31, 2017	900,000	Open market purchases	15.58	0.46%
JSW Cement Limited	February 1, 2017	783,989	Open market purchases	16.35	0.40%
Reynold Traders Private Limited	February 1, 2017	900,000	Open market purchases	16.34	0.46%
JSW Cement Limited	February 21, 2017	240,000	Open market purchases	16.25	0.12%
JSW Cement Limited	February 22, 2017	410,000	Open market purchases	16.20	0.21%
Total		5,033,989			2.58%

Note:

In accordance with Regulation 22(2A) of the SEBI (SAST) Regulations, the Equity Share acquisitions as described in the table above have been kept in escrow and the Acquirer or PAC have not exercised any voting rights over such Equity Shares.

27. Other than as mentioned above, the Acquirer or the PAC have not acquired any Equity Shares since the date of the PA and up to the date of this Letter of Offer.
28. Under Rule 19A of the SCRR, the Target Company is required to maintain at least 25.00% public shareholding (i.e., Equity Shares held by the public) as determined in accordance with the SCRR, on a continuous basis for listing. If, pursuant to this Open Offer and the acquisition under the SPA, SPA 2 and Open Market Purchases, the public shareholding in the Target Company reduces below the minimum level required under the LODR Regulations read with Rule 19A of the SCRR, the Acquirer and the PAC hereby undertake that the public shareholding in the Target Company will be enhanced, in such manner and within such period specified in the SCRR, such that the Target Company complies with the required minimum level of public shareholding.

Object of the Open Offer

29. The Open Offer is being made as a result of the acquisition of more than 25.00% of shares, voting rights and control of the Target Company by the Acquirer (expected as of the tenth (10th) Working Day from the closure of the Tendering Period) resulting in a change of control of the Target Company in terms of Regulations 3(1) and 4 read of the SEBI (SAST) Regulations. Following the completion of the Open Offer, the Acquirer intends to work with the employees of the Target Company to grow the business of the Target Company. The Target Company is presently engaged in the business of manufacturing of cement and clinker. The Acquirer proposes to continue with the existing activities and expand and grow the same.
30. In terms of Regulation 25(2) of the SEBI (SAST) Regulations, the Acquirer and PAC do not currently have any intention to alienate any material assets of the Target Company or any of its subsidiaries whether by way of sale, lease, encumbrance or otherwise, outside the ordinary course of business, in the succeeding 2 (two) years from the completion of this Offer. The Acquirer and PAC undertake that they will not alienate any material assets of the Target Company or any of its subsidiaries whether by way of sale, lease, encumbrance or otherwise, other than in the ordinary course of business, except in accordance with the applicable provisions of the Companies Act and/ or other laws and/ or with the prior approval of the board of directors and Equity Shareholders of the Target Company in terms of Regulation 25(2) of the SEBI (SAST) Regulations, as applicable, during the succeeding 2 (two) years from the completion of this Offer.

III. Background of the Acquirer and the PAC

A. Information about the Acquirer:

31. JSW Cement Limited (“**Acquirer**”) is a public limited company and was incorporated on March 29, 2006 under the laws of India. The CIN of the Acquirer is U26957MH2006PLC160839. The Acquirer was incorporated under the name and style of ‘JSW Cement Limited’. The name of the Acquirer has not been changed since its incorporation. The registered office of the Acquirer is located at JSW Centre, Bandra Kurla Complex, Bandra (East), Mumbai – 400051. The contact details of the Acquirer are as follows: telephone number: +91 22 4286 1000 and fax number: +91 22 2650 2090.
32. The Acquirer is engaged in the business of manufacture and sale of cement, ground granulated blast furnace slag, clinker and trading of allied products.
33. Acquirer is a subsidiary of Adarsh Advisory Services Private Limited. The Acquirer is a part of the

JSW Group. JSW Group is controlled and managed by Mr. Sajjan Jindal and his family members.

34. Shareholding pattern of the Acquirer is as follows:

No.	Shareholder's category	Number of equity shares	% of equity shares held
1	Promoters	450,511,700	100%
2	FII/ Mutual Funds/FIs/ Banks	Nil	Nil
3	Public	Nil	Nil
	Total	450,511,700	100%

35. The detailed shareholding pattern of the Acquirer is as follows:

Sr. No.	Name of the shareholder	No. of shares	% of holding
1	Adarsh Advisory Services Pvt. Ltd.	35,72,27,020	79.29%
2	JSW Investments Pvt. Ltd.	4,15,89,726	9.23%
3	Glebe Trading Pvt. Ltd.	2,06,42,340	4.58%
4	Danta Enterprises Pvt. Ltd.	2,60,00,000	5.77%
5	JSL Limited	50,52,114	1.12%
6	Mr. Seshagiri Rao*	100	0.00%
7	Mr. K N Patel*	100	0.00%
8	Mr. P K Kedia*	100	0.00%
9	Mr. Jayant Acharya*	100	0.00%
10	Mr. Balwant Ranka*	100	0.00%
	Total	45,05,11,700	100.00%

*Nominees of JSW Cement Limited

36. The details of directors of the Acquirer are as follows:

Name of the Director	Designation & Appointment Date	DIN	Qualification ⁽¹⁾	Experience ⁽¹⁾
Mr. Nirmal Kumar Jain	Chairman, June 22, 2012	00019442	B. Com, FCA, FCS	<ul style="list-style-type: none"> Mr. Nirmal Kumar Jain has over four decades of wide experience in the areas of mergers and acquisition, finance, law and capital restructuring. Mr. Jain joined the JSW Group in 1992 and held various positions including Director-Finance, Deputy MD & CEO and Executive Vice-Chairman of Jindal Iron & Steel Co. Ltd.
Mr. Parth Sajjan Jindal	Managing Director June 20, 2016	06404506	Bachelor's degree in Economics and Political Science from Brown University, USA and MBA from the Harvard Business School, USA	<ul style="list-style-type: none"> Mr. Parth Jindal joined the JSW Group in 2012 and has worked as an economic analyst. Before joining the JSW Group, he worked with JFE Steel in Tokyo
Mr. Kantilal Narandas Patel	Non-Executive Director March 29, 2006	00019414	Commerce Graduate from Mumbai University and Fellow Member of Institute of Chartered Accountants of India.	<ul style="list-style-type: none"> Mr. Patel possess over 40 years of experience in the areas of corporate finance, taxation, etc. He is associated with Jindal Group since 1995. He is the Joint Managing Director & CEO of JSW Holdings Limited
Mr. Pankaj Rajabhau Kulkarni	Non-Executive Director February 02, 2012	00725144	M.Tech, Master of Financial Management	<ul style="list-style-type: none"> Mr. Kulkarni joined the JSW Group in 2008. Prior to joining the JSW Group, he has worked with M/s. M. N. Dastur & Co. and Essar Group
Mr. Biswadip Gupta	Non-Executive Director February 09, 2016	00048258	Metallurgical Engineer and an MBA in Marketing	<ul style="list-style-type: none"> Mr. Biswadip Gupta has over 35 years of experience in the steel and ceramic industry. He is currently the President of Corporate Affairs of JSW Steel Ltd. Prior to this, he worked with Vesuvius India Ltd.

Name of the Director	Designation & Appointment Date	DIN	Qualification ⁽¹⁾	Experience ⁽¹⁾
				<ul style="list-style-type: none"> • He is a member of ASSOCHAM and chairman of Western Region, Indian Chamber of Commerce.
Mr. Jugal Kishore Tandon	Independent Director March 31, 2015	01282681	B.Sc and B.Tech (Metallurgical Engineering) from I.I.T. Bombay.	<ul style="list-style-type: none"> • Mr. Tandon has over five decades of experience during which he has worked with Sunflag Iron and Steel Plant, Maharashtra, Essar Steel and JSW Steel Limited.
Mr. Jaiprakash Narain Lal	Independent Director March 31, 2015	06397527	BSc (Met Engg) IIT BHU, AMIIM	<ul style="list-style-type: none"> • Mr. Jaiprakash Narain Lal has over four decades of experience and has worked with Steel Authority of India Limited, Bellary Steels and Alloys Limited JSW Steel Limited, Visa Steel Ltd and KNK Corp (P) Ltd
Ms. Sutapa Banerjee	Independent Director April 22, 2016	02844650	BSc (Economics Hons.) and PGDPM from XLRI, Jamshedpur	<ul style="list-style-type: none"> • Ms. Banerjee has over 23 years of experience in the financial services industry across two multinational banks and a boutique Indian Investment bank. • She was appointed as Nominee Director of the ISIS Fund and is also on the Board of the NBFC Ananya Finance. • She was shortlisted in the “50 most Powerful Women in India” by Fortune India in 2012.

Note:

1) As certified by the directors of the Acquirer

37. The equity shares of the Acquirer are not listed on any stock exchanges in India or abroad.
38. As of the date of this LoF, the Acquirer, its directors and key employees do not have any interest in the Target Company except for the transactions detailed in Part II (*Details of the Offer - Background to the Open Offer*) which have triggered this Offer. Further, as on the date of this LoF, there are no common directors on the board of the Acquirer and the Target Company.
39. The Acquirer has not been prohibited by SEBI, from dealing in securities pursuant to the terms of any directions issued under section 11B of the SEBI Act or under any regulations made under the SEBI Act.

40. The Acquirer and ACC Limited entered into SPA 2, wherein the Acquirer has agreed to acquire up to 23,650,000 Equity Shares at a price of Rs. 16.35 per Equity Share from ACC Limited, in accordance with the terms set out under the SPA 2, representing 12.13% of the Emerging Share Capital for cash. On March 09, 2017, the Acquirer completed the acquisition of Sale Shares 2.
41. The Acquirer made acquisitions of Equity Shares on floor of BSE (together with acquisitions on the floor of BSE made by the PAC referred to as “**Open Market Purchases**”) in accordance with Regulation 22(2A) of the SEBI (SAST) Regulations. The details of the same are provided below:

Buyer	Date of acquisition	Number of Equity Shares	Mode of acquisition	Average purchase price per Equity Share (in Rs.) (Excl. taxes and brokerage charges)	% of Emerging Share Capital
JSW Cement Limited	January 30, 2017	900,000	Open market purchases	15.58	0.46%
JSW Cement Limited	January 31, 2017	900,000	Open market purchases	15.58	0.46%
JSW Cement Limited	February 1, 2017	783,989	Open market purchases	16.35	0.40%
JSW Cement Limited	February 21, 2017	240,000	Open market purchases	16.25	0.12%
JSW Cement Limited	February 22, 2017	410,000	Open market purchases	16.20	0.21%
Total		3,233,989			1.66%

Note:

In accordance with Regulation 22(2A) of the SEBI (SAST) Regulations, the Equity Share acquisitions as described in the table above have been kept in escrow and the Acquirer has not exercised any voting rights over such Equity Shares.

42. The Acquirer has been in compliance with the applicable provisions of Chapter V of the SEBI (SAST) Regulations with respect to its holding in the Target Company and has made all the regulatory filings within the time specified in the regulations.
43. Brief financial details of the Acquirer for the three financial years ended March 31, 2016, March 31, 2015 and March 31, 2014 as derived from audited annual accounts and for the six months ended September 30, 2016 as derived from interim unaudited financial statements is as follows:

(Figures are in Rupees Mn except for basic and diluted earnings per share)

Particulars	Six months ended September 30, 2016	Year ended March 31, 2016	Year ended March 31, 2015	Year ended March 31, 2014
Statement of Profit & Loss				
Income from operations	6,796.49	12,720.12	9,219.15	7,331.51
Other income	608.42	178.05	50.65	81.83
Total income	7,404.91	12,898.17	9,269.80	7,413.34
Total expenditure (excluding depreciation and interest)	5,286.34	9,806.68	7,602.74	7,293.59

Particulars	Six months ended September 30, 2016	Year ended March 31, 2016	Year ended March 31, 2015	Year ended March 31, 2014
Profit before depreciation interest and tax	2,118.57	3,091.49	1667.06	119.75
Depreciation and amortization expense	257.43	569.34	454.21	690.12
Interest (Finance Cost)	609.74	1,325.48	1,447.54	1,339.38
Profit before tax	1,251.40	1,196.67	(234.69)	(1,909.75)
Provision for tax	457.26	304.24	-	(831.65)
Profit after tax	794.14	892.43	(234.69)	(1,078.10)
Balance Sheet				
<i>Sources of funds</i>				
Paid-up share capital	4,505.11	4,505.11	4,505.11	4,015.11
Reserves and surplus (excluding revaluation reserves)	560.36	(282.01)	(1,174.45)	(935.39)
Net worth	5,065.47	4,223.10	3,330.66	3,079.72
Secured loans	12,081.09	10,517.81	10,661.15	10,383.43
Unsecured loans	529.41	-	-	-
Total Loans	12,610.50	10,517.81	10,661.15	10,383.43
Deferred Tax Liabilities	30.88	-	-	-
Other Items	2330.41	1336.44	755.86	325.85
Grand Total	20,037.26	16,077.35	14,747.67	13,789.00
<i>Uses of Funds</i>				
Net fixed assets	18,582.94	15,375.97	14,118.83	13,486.33
Investments	24.18	24.18	24.18	24.18
Other long term current assets	753.81	777.74	320.59	262.71
Deferred current asset	-	426.37	730.61	728.66
Net current asset	676.33	(526.91)	(446.54)	(712.88)
Total miscellaneous expenditure not written off	-	-	-	-
Grand Total	20,037.26	16,077.35	14,747.67	13,789.00
Other financial data				
Dividend (%)	-	-	-	-
Basic EPS in Rs.	1.76*	1.99	(0.69)	(3.58)

Particulars	Six months ended September 30, 2016	Year ended March 31, 2016	Year ended March 31, 2015	Year ended March 31, 2014
Diluted EPS in Rs.	1.76*	1.99	(0.69)	(3.58)

Source: CA certificate dated January 13, 2017 issued by Shah Gupta & Co, Chartered Accountants with firm registration number 109574W.

**Not Annualized*

44. Contingent Liabilities:

(Figures are in Rupees Mn)

Sr. No	Particulars	Six months ended September 30, 2016	Year ended March 31, 2016	Year ended March 31, 2015	Year ended March 31, 2014
1	Differential custom duty in respect of import of steam coal	225.04	225.04	223.20	214.80
2	Excise duty & service tax credit in respect of capital goods and input services	125.11	125.11	122.40	122.10
3	Cess under the building and other Constructions Workers Act, 1946	10.00	10.00	20.00	10.00
4	Disallowance of VAT credit	2.26	2.26	-	-
5	Income-tax	6.60	15.60	44.80	44.80

Source: CA certificate dated January 13, 2017 issued by Shah Gupta & Co, Chartered Accountants with firm registration number 109574W.

B. Information about the persons acting in concert

45. Sun Investments Private Limited has vide its letter dated March 27, 2017 to SEBI informed of its intention to not remain as person acting in concert with the Acquirer for the purpose of this Open Offer.
46. Reynold Traders Private Limited (“PAC”) is a private limited company and was incorporated on September 01, 1993. The CIN of PAC is U51909MH1993PTC240089. The registered office of PAC is located at JSW Centre Bandra Kurla Complex, Bandra (East) Mumbai - 400051. The contact details of PAC are as follows: telephone number: +91 22 4286 1000 and fax number: +91 22 4286 3000. The name of the PAC has not been changed since its incorporation.
47. The principal activity of PAC is that of investing and financing, renting of property, providing management consultancy and trading services.
48. Mrs Sangita Jindal (99.92%) and Ms Tarini Jindal (0.08%) are the key shareholders and promoters of PAC. PAC is part of the JSW Group.
49. PAC is a promoter group entity of the Acquirer.
50. Shareholding pattern of the PAC is as follows:

No	Shareholder's category	Number of equity shares	% of equity shares held
1	Promoters	3,200,000	100%
2	FII/ Mutual Funds/FIs/ Banks	Nil	Nil
3	Public	Nil	Nil
	Total	3,200,000	100%

Details of promoter shareholding are as follows:

No	Shareholder's category	Number of equity shares	% of equity shares held
1	Mrs. Sangita Jindal	3,197,500	99.92%
2	Ms. Tarini Jindal	2,500	0.08%
	Total promoter shareholding/ total shareholding	3,200,000	100%

51. The details of directors of the PAC are as follows:

Name of the Director	Designation & Appointment Date	DIN	Qualification and Experience
Sangita Jindal	Managing Director, May 02, 2014	00497315	<ul style="list-style-type: none"> Mrs Jindal holds a degree in Bachelors of Commerce
Ajay Yashwant Joshi	Director, February 18, 2011	00352281	<ul style="list-style-type: none"> Mr Joshi is a Company Secretary with extensive work experience of over 20 years in the field of finance, accounts and secretarial

Note:

1) As certified by the PAC or directors of PAC

52. The equity shares of PAC are not listed on any stock exchanges in India or abroad.

53. As of the date of this LoF, PAC, its directors and key employees do not have any interest in the Target Company except for the transactions detailed in Part II (*Details of the Offer - Background to the Open Offer*) which have triggered this Offer. Further, there are no common directors on the board of the PAC and the Target Company.

54. PAC has not been prohibited by SEBI from dealing in securities pursuant to the terms of any directions issued under section 11B of the SEBI Act or under any regulations made under the SEBI Act.
55. The PAC made acquisitions of Equity Shares on floor of BSE (together with acquisitions on the floor of BSE made by the PAC referred to as “**Open Market Purchases**”) in accordance with Regulation 22(2A) of the SEBI (SAST) Regulations. The details of the same are provided below:

Date of acquisition	Number of Equity Shares	Mode of acquisition	Average purchase price per Equity Share (in Rs.) (Excl. taxes and brokerage charges)	% of Emerging Share Capital
January 30, 2017	900,000	Open market purchases	15.58	0.46%
February 01, 2017	900,000	Open market purchases	16.34	0.46%
Total	1,800,000			0.92%

Note:

In accordance with Regulation 22(2A) of the SEBI (SAST) Regulations, the Equity Share acquisitions as described in the table above have been kept in escrow and the PAC has not exercised any voting rights over such Equity Shares.

56. The Acquirer has been in compliance with the applicable provisions of Chapter V of the SEBI (SAST) Regulations with respect to its holding in the Target Company and has made all the regulatory filings within the time specified in the regulations.
57. Brief financials of PAC for the three financial years ended March 31, 2016, March 31, 2015 and March 31, 2014 as derived from audited annual accounts and for the six months ended September 30, 2016 is as follows:

(Figures are in Rupees Mn except for basic and diluted earnings per share)

Particulars	Six months ended September 30, 2016	Year ended March 31, 2016	Year ended March 31, 2015	Year ended March 31, 2014
	Standalone	Consolidated	Consolidated	Standalone
Statement of Profit & Loss				
Income from operations	50.52	70,420.08	57,600.51	30.75
Other income	-	90.55	5.63	3.40
Total income	50.52	70,520.63	57,606.14	34.15
Total expenditure (excluding depreciation and interest)	8.92	69,739.59	57,213.98	6.72
Profit before depreciation interest and tax	41.60	781.04	392.16	27.43
Depreciation and amortization expense	-	0.27	1.74	0.67

Particulars	Six months ended September 30, 2016	Year ended March 31, 2016	Year ended March 31, 2015	Year ended March 31, 2014
	Standalone	Consolidated	Consolidated	Standalone
Interest (Finance Cost)	67.37	227.41	193.28	117.03
Profit before tax	(25.77)	553.36	197.14	(90.27)
Provision for tax	-	62.09	28.25	0.01
Profit after tax	(25.77)	491.27	168.89	(90.28)
Balance Sheet				-
<i>Sources of funds</i>				-
Paid-up share capital	320	320.00	240.00	190.50
Reserves and surplus (excluding revaluation reserves)	(324.77)	595.55	160.20	(127.16)
Net worth	(4.77)	915.55	400.20	63.34
Secured loans	-	2,319.92	440.41	-
Unsecured loans	2,032.33	1,919.64	1,885.42	1,860.20
Total Loans	2,032.33	4,239.56	2,325.83	1,860.20
Other Items	52.28	3,758.01	1,732.62	32.92
Grand Total	2,079.84	8,913.12	4,458.65	1,956.46
<i>Uses of Funds</i>				
Net Fixed Assets	-	1.05	0.93	1.55
Goodwill	-	1.74	1.74	-
Investments	654.28	2,049.92	2,043.61	654.29
Net current asset	1,425.56	6,860.41	2,412.37	1,300.62
Total miscellaneous expenditure not written off	-	-	-	-
Grand Total	2,079.84	8,913.12	4,458.65	1,956.46
Other financial data				
Dividend (%)	-	-	-	-
Basic and diluted EPS in Rs	(8.05)*	193.26	111.31	(172.24)
Major Contingent liabilities	4.28	7,853.50	3,483.60	4.20

Source: CA certificate dated January 16, 2017 issued by Shah Gupta & Co, Chartered Accountants with firm registration number 109574W.

** Not annualised*

Note: Since PAC was not required to prepare interim financials on a consolidated basis under the Companies Act 2013, the above numbers for the period ended September 30, 2016 are on standalone basis. Financial year ended March 31, 2015 was the first year of consolidation.

B3. Other persons which may be deemed to be acting in concert with the Acquirer

58. Other than PAC, no other persons are presently acting in concert with the Acquirer and the PAC for the limited purpose of this Offer, within the meaning of Regulation 2(1)(q)(1) of the SEBI (SAST) Regulations.

IV. Background of the Target Company

59. The Target Company was incorporated on August 12, 1985 (presently registered with the Registrar of Companies, Orissa at Cuttack) as a public limited company. There has been no change in name of the Target Company since its incorporation. The corporate identity number of the Target Company is L26942OR1985PLC001557.

60. The registered office of the Target Company is situated at P-25, Civil Township, Rourkela -769004. The contact details of the Target Company are as follows: telephone number: +91 66 1240 0168, fax number: +91 66 1240 0172 and e-mail address: corporate@shivacement.com.

61. The Target Company is engaged in manufacturing of cement and clinker. The Target Company commenced commercial production in 1986. The manufacturing facility of the Target Company is located in Orissa. The issued and paid up Equity Share capital of the Target Company is 195,000,000 Equity Shares of face value of Rs.2 each aggregating to Rs. 390,000,000. The Equity Share capital structure of the Target Company as of the date of this LoF is provided below:

Equity Shares	No. of Equity Shares/voting rights	% of Equity Shares/voting rights
Fully paid up Equity Shares	195,000,000	100%
Partly paid up Equity Shares	NIL	NIL
Total paid up Equity Shares	195,000,000	100%
Total voting rights in Target Company	195,000,000	100%

The Target Company has 9% non-cumulative redeemable preference shares of Rs. 2/- each (“**Preference Shares**”), fully paid of which Re. 0.80 per share has been redeemed. The details of Preference Share capital outstanding as of the date of LoF is provided below:

Preference Shares	No. of Preference Shares	% of Preference Shares
Fully paid up Preference Shares	1,203,665	100%
Partly paid-up Preference Shares	NIL	NIL

Total paid up Preference Shares	1,203,665	100%
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62. As on the date of the PA, DPS and this LoF there are no: (i) partly paid-up Equity Shares; and (b) outstanding convertible instruments (warrants, stock options, convertible debentures and convertible preference shares) convertible into Equity Shares issued by the Target Company.
63. The Emerging Share Capital of the Target Company has been calculated in compliance with Regulation 7 of the SEBI (SAST) Regulations in the following manner:

Particulars	Number of Equity Shares	% of Emerging Share Capital
Shares outstanding as on the date of PA	195,000,000 fully paid up Equity Shares of Rs. 2 each	100.00
Partly paid up equity shares as of the PA date	Nil	Nil
Employee stock options outstanding	Nil	Nil
Emerging Share Capital	195,000,000 fully paid up Equity Shares of Rs. 2 each	100.00

64. The issued and paid up Equity Share capital of the Target Company is 195,000,000 Equity Shares aggregating to Rs. 390,000,000.
65. The Equity Shares are listed on the BSE Limited (“BSE”) (Scrip Code: 532323) and The Calcutta Stock Exchange Limited (“CSE”) (Scrip Code: 029983). The Target Company’s trading status is shown as “Suspended” on the website of the CSE. The Equity Shares are frequently traded in terms of Regulation 2(1)(j) of the SEBI (SAST) Regulations.
66. The Target Company has filed the listing application with CSE from time to time. The company has also made compliances with the Stock Exchanges from time to time.
67. The filing of “Review Report of the Quarterly Financial Results” and Auditors Report on the Audited financial results to the Stock Exchange is pending. However, no penal actions taken against the Target Company by BSE, CSE or SEBI.
68. We have complied with the listing requirements and there are no penal or punitive action taken against the Target Company by BSE or CSE.
69. In connection with BSE, please note the following –

The Equity Shareholders of the Target Company approved ratification of the preferential allotment of Equity Share warrants in the annual general meeting held on November 25, 2016. Later, the Board of Directors in its meeting held on December 06, 2016, approved allotment of 8,000,000 Equity Shares upon conversion of the above mentioned Equity Share warrants.

The Target Company filed the listing application with BSE on December 16, 2016.

On January 6, 2017, BSE issued certain remarks pertaining to certain non-compliances in relation to the notice sent by the Company to the Equity Shareholders and advised the company to ratify the non-compliance in the ensuing Equity Shareholder's meeting prior to listing of the shares.

On January 14, 2017, the Target Company's board of directors approved the notice to be sent for an extra ordinary general meeting of the Equity Shareholders to be held on February 22, 2016 to ratify the resolution with respect to allotment of the Equity Share warrants.

The listing approval for 8,000,000 Equity Shares allotted upon conversion of Equity Share warrants has been obtained from BSE Limited vide its letter dated February 27, 2017.

70. In connection with CSE please note the following –

The equity paid-up capital is disclosed as Rs 90,809,640 on the website of CSE. This translates into 45,404,820 Equity Shares of face value of Rs 2 each. The paid-up capital of the Target Company as of date is 195,000,000 Equity Shares.

The Company has filed listing applications with CSE from time to time and has made regular compliances with the stock exchange from time to time. The Company has not received any communication in this regard from the Stock Exchanges.

71. As on the date of this LoF, the composition of the Board of Directors is as follows:

Name	DIN	Date of appointment	Designation
Rajendra Prasad Gupta	01325989	August 12, 1985	Managing Director
Narinder Singh Kahlon	03578016	February 28, 2017	Additional Director
Manoj Kumar Rustagi	07742914	February 28, 2017	Additional Director
Bimal Kumar Mangaraj	01326783	December 26, 2002	Director
Kashi Prasad Jhunjhunwala	01005691	March 27, 2007	Director
Mahendra Singh	02340913	March 31, 2015	Director
Dibyendu Kumar Senapati	03449031	February 07, 2011	Nominee Director

72. On February 28, 2017, a meeting of the Board was convened and the following matters were considered and approved

- Mr. Narinder Singh Kahlon and Mr. Manoj Kumar Rustagi, representing the Acquirer, were appointed as additional directors of Shiva Cement Limited with effect from February 28, 2017;
- Mr. Akash Gupta resigned from the Board with effect from March 10, 2017;
- Ms. Preeti Gupta resigned from the Board with effect from March 01, 2017.

73. There have been no mergers/ demergers/ spin-offs involving the Target Company during the last three (3) years.

74. Brief financial information of the Target Company for the year ended March 31, 2016, March 31, 2015 and March 31, 2014 as derived from its audited financial statements and for the period ended September 30, 2016 as derived from the unaudited financial results is as follows.

(Figures are in Rupees Mn except for basic and diluted earnings per share)

Particulars	Six months ended September 30, 2016	Year ended March 31, 2016	Year ended March 31, 2015	Year ended March 31, 2014
Statement of Profit & Loss				
Income from operations	144.43	676.65	662.48	629.81
Other Income	1.60	4.22	3.96	3.88
Total income	146.03	680.87	666.44	633.69
Total expenditure (excluding depreciation and interest)	143.43	584.22	566.00	533.60
Profit before depreciation interest and tax	2.60	96.65	100.44	100.09
Depreciation and amortization expense	29.48	53.96	39.06	28.80
Interest (Finance Cost)	23.86	36.31	33.76	33.97
Profit before tax	(50.74)	6.38	27.62	37.32
Provision for tax	9.35	6.28	2.57	12.31
Profit after tax	(41.39)	0.10	25.05	25.01
Balance Sheet				
Sources of funds				
Paid-up share capital	396.87	396.89	396.89	396.89
Reserves and surplus (excluding revaluation reserves)	557.81	599.28	599.18	574.13
Money Received against Share Warrants	49.60	15	-	-
Net worth	1,004.28	1,011.17	996.07	971.02
Secured loans	564.97	447.15	417.04	198.61
Unsecured loans ¹	100.32	104.88	86.96	168.50
Total loans	665.29	552.03	504.00	367.11
Deferred Tax Liabilities	69.95	79.30	73.02	70.40
Grand Total	1,739.52	1,642.50	1,573.09	1,408.53
<i>Uses of Funds</i>				

Particulars	Six months ended September 30, 2016	Year ended March 31, 2016	Year ended March 31, 2015	Year ended March 31, 2014
Net Fixed Assets	1,487.40	1,248.22	1,175.02	1,034.62
Investments	0.00	0.00	0.00	0.00
Long Term Loans & Advances	46.05	64.58	77.35	71.65
Other Non Current Assets	3.07	3.96	6.50	9.11
Net current asset	203.00	325.74	314.22	293.15
Total miscellaneous expenditure not written off				
Grand Total	1,739.52	1,642.50	1,573.09	1,408.53
Other financial data				
Dividend (%)	0.00	0.00	0.00	0.00
Basic and Diluted EPS (in Rs)	(0.22)*	0.00	0.13	0.13

Source: CA certificate from Tibrewal Chand & Co

Note: 1. Unsecured loans include Long Term provisions and Other long term liabilities
*Not Annualised

75. Pre and post Offer shareholding pattern of the Target Company is as follows:

S. No.	Shareholder Category	Shareholding & voting rights prior to SPA, SPA 2 Open Market Purchases and Offer		Shares or voting rights agreed to be acquired through the SPA		Acquired between the date of the PA and date hereof		Shares or voting rights agreed to be acquired through the SPA 2		Shares/voting rights to be acquired in the Open Offer (assuming full acceptance)		Shareholding/voting rights after the acquisition and Offer			
		(A)		(B)		(C)		(D)		(E)		(A+B+C+D+E) ⁽³⁾⁽⁴⁾			
		No.	% of Emerging Share Capital	No.	% of Emerging Share Capital	No.	% of Emerging Share Capital	No.	% of Emerging Share Capital	No.	% of Emerging Share Capital	No.	% of Emerging Share Capital		
1	Promoter Group														
A	Sellers under the SPA														
a.	Unicon Merchants Private Limited	20,617,021	10.57%	(69,453,817)	(35.62%)	-	0.00%		0.00%	-	0.00%	-	0.00%		
b.	RP Gupta	7,508,109	3.85%			13,447 ⁽⁵⁾	0.01%	-	0.00%		0.00%		0.00%	13,447	0.01%
c.	RP Gupta (HUF)	1,652,293	0.85%			-	0.00%		0.00%		0.00%	-	0.00%	-	0.00%
d.	Vikash Gupta	8,042,672	4.12%			-	0.00%		0.00%		0.00%	-	0.00%	-	0.00%
e.	Sonu Gupta	3,889,631	1.99%			-	0.00%		0.00%		0.00%	-	0.00%	-	0.00%
f.	Shilpi Gupta	2,278,027	1.17%			-	0.00%		0.00%		0.00%	-	0.00%	-	0.00%
g.	Preeti Gupta	9,201,500	4.72%			-	0.00%		0.00%		0.00%	-	0.00%	-	0.00%
h.	Anubha Gupta	5,275,120	2.71%			-	0.00%		0.00%		0.00%	-	0.00%	-	0.00%
i.	Akash Gupta	1,0989,444	5.64%			-	0.00%		0.00%		0.00%	-	0.00%	-	0.00%
B	Promoters other than above from a to i	13,975	0.01%	-	0.00%	(13,447) ⁽⁴⁾	(0.01%)	-	0.00%	-	0.00%		528	0.00%	
	Total 1 [A + B]	69,467,792	35.62%	(69,453,817)	(35.62%)	-	0.00%	-	0.00%	-	0.00%	13,975	0.01%		
2	Acquirer and PAC														
a	Acquirer	-	0.00%	69,453,817	35.62%	3,233,989 ⁽²⁾	1.66%	23,650,000	12.13%	62,400,000	32.00%	158,737,806	81.40%		

S. No.	Shareholder Category	Shareholding & voting rights prior to SPA, SPA 2 Open Market Purchases and Offer		Shares or voting rights agreed to be acquired through the SPA		Acquired between the date of the PA and date hereof		Shares or voting rights agreed to be acquired through the SPA 2		Shares/voting rights to be acquired in the Open Offer (assuming full acceptance)		Shareholding/voting rights after the acquisition and Offer	
		(A)		(B)		(C)		(D)		(E)		(A+B+C+D+E) ⁽³⁾⁽⁴⁾	
		No.	% of Emerging Share Capital	No.	% of Emerging Share Capital	No.	% of Emerging Share Capital	No.	% of Emerging Share Capital	No.	% of Emerging Share Capital	No.	% of Emerging Share Capital
b	PAC	-	0.00%	-	0.00%	1,800,000 ⁽²⁾	0.92%	-	0.00%	-	0.00%	1,800,000	0.92%
	Total 2 [a + b + c]	-	0.00%	69,453,817	35.62%	5,033,989⁽²⁾	2.58%	23,650,000	12.13%	62,400,000	32.00%	160,537,806	82.33%
3	Parties to SPA other than those mentioned in 1(A) and 2 above	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%
4	Public (other than parties to SPA, Acquirer & PAC)												
a	FIs/MFs/FIIs/Banks/SFIs/Institutions	206,083	0.11%	-	0.00%	(5,033,989) ⁽²⁾	(2.58%)	-	0.00%	(62,400,000)	(32.00%)	34,448,219	17.67%
b	Others (excluding ACC Limited)	101,676,125	52.14%	-	0.00%								
c	ACC Limited	23,650,000	12.13%	-	0.00%	-	0.00%	(23,650,000)	(12.13%)	-	0.00%	-	0.00%
	Total 4[a + b + c]	125,532,208	64.38%	-	0.00%	(5,033,989)⁽²⁾		(23,650,000)	(12.13%)	(62,400,000)	(32.00%)	34,448,219	17.67%
5	Employee Benefit Trust	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%
	Grand Total [1+2+3+4+5]	195,000,000	100.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%	195,000,000	100.00%

Source: Stock Exchanges. Pre-Offer Shareholding is as of 31 December 2016.

Notes:

(1) Number of Equity Shareholders under public category as on December 31, 2016: 35,261

(2) 5,033,989 Equity Shares (i.e. 2.58% of the Emerging Share Capital) has been acquired through open market purchases by the Acquirer and PAC (as disclosed in point 2 of the table above). Details of 4,383,989 Equity Shares (i.e. 2.25% of the Emerging Share Capital) have been disclosed in Corrigendum 1 and Corrigendum 2. Given that the balance Equity Shares i.e. 650,000 (i.e. 0.33% of the Emerging Share Capital) were acquired on February 21, 2017 and February 22, 2017, have been disclosed in this LoF.

(3) In accordance with the transactions contemplated in the SPA, the Acquirer has acquired control over the Target Company and will become the promoter of the Target Company and the Sellers and other parties who are currently, members of the promoter group will cease to be the promoters of the Target Company in accordance with the provisions of and subject to such approvals required under the LODR Regulations.

(4) In case of full acceptance in the Offer, the Acquirer will acquire 69,453,817 Equity Shares from the Sellers constituting 35.62% of the Emerging Share Capital pursuant to SPA, 23,650,000 Equity Shares from ACC Limited constituting 12.13% of the Emerging Share Capital pursuant to SPA 2 and 62,400,000 from the Public Shareholders constituting 32.00% of the Emerging Share Capital pursuant to the Offer. The Acquirer along with PAC has acquired 5,033,989 Equity Shares constituting 2.58% of the Emerging Share Capital by way of open market purchases (for further details please refer point 1 in the Notes above). Consequently, the shareholding of the Acquirer in the Target Company will exceed the maximum permissible non-public shareholding, and the Acquirer has undertaken in terms of Regulation 7(4) of the SEBI (SAST) Regulations, to bring down the non-public shareholding to the level specified in such manner and within the time permitted under the Securities Contracts (Regulation) Rules, 1957 as amended.

(5) Equity Shares held by Mrs. Sudha Gupta, late wife of Mr. R P Gupta have been transferred to the name of Mr. R P Gupta.

76. SEBI may initiate appropriate action against the Target Company and the promoters in terms of regulations and provisions of the SEBI Act for non-compliance/ delayed compliance of Chapter II of SEBI (SAST) Regulations and Chapter V of SEBI (SAST) Regulations

V. Offer Price and Financial Arrangements
Justification of Offer Price

77. The Offer is made pursuant to the execution of the SPA and in accordance with Regulation 3(1) and Regulation 4 of the SEBI (SAST) Regulations.
78. The Equity Shares of the Target Company are listed on the BSE and CSE. The Target Company's trading status is shown as "Suspended" on the website of the CSE.
79. The trading turnover of the Equity Shares of the Target Company for the BSE from January 1, 2016 to December 31, 2016, (12 calendar months preceding the calendar month in which the PA is made) are set forth below:

Stock Exchange	Number of Equity Shares traded (A)	Weighted average number of total Equity Shares of the Target Company (B)	Traded volume % (A/B)
BSE	103,445,861	187,546,448.09	55.16%

Source: CA certificate dated January 10, 2017 issued by Shah Gupta & Co., Chartered Accountants with firm registration number 109574W.

80. Based on the above, the Equity Shares are frequently traded in terms of Regulation 2(1)(j) of the SEBI (SAST) Regulations.
81. The Revised Offer Price 2 of Rs. 16.35 (Rupees sixteen and thirty five paise only) per Offer Share is justified in terms of Regulation 8(2) of the SEBI (SAST) Regulations, being highest of the following:

Sl. No	Details	Rs.
1	The highest negotiated price per share of the Target Company (under the SPA) attracting the obligation to make a PA of this Offer	14.00
2	The volume weighted average price paid or payable by the Acquirer or PAC during the fifty two weeks immediately preceding the date of the PA	Not applicable ⁽⁴⁾
3	The highest price paid or payable for any acquisition by the Acquirer or PAC during the twenty six weeks immediately preceding the date of the PA	Not applicable ⁽⁴⁾
4	The volume weighted average market price of Equity Shares of the Target Company for a period of sixty trading days immediately preceding the date of the PA as traded on BSE, being the only stock exchange where the shares of the Target Company are traded, and where the shares are frequently traded.	10.35
5	Where the shares are not frequently traded, the price determined by the Acquirer and the Manager to Offer taking into account valuation parameters including,	Not applicable ⁽²⁾

	book value, comparable trading multiples, and such other parameters as are customary for valuation of shares of such companies; and	
6	The per equity share value computed under sub-regulation (5), if applicable.	Not applicable ⁽³⁾

Source: CA certificate dated January 10, 2017 issued by Shah Gupta & Co., Chartered Accountants with firm registration number 109574W.

Note:

1. *The equity shares of the Target Company are also listed on CSE. However, The Target Company's trading status is shown as "Suspended" on the website of the CSE.*
 2. *Not applicable since the equity shares of the Target Company are frequently traded.*
 3. *Not applicable since the acquisition is not an indirect acquisition.*
 4. *Not applicable since the Acquirer or the PAC have not acquired any shares of the Target Company before the date of the PA.*
 5. *The Offer Price would be revised in the event of any corporate actions like bonus, rights, split, etc, where the record date for effecting such corporate actions falls within 3 working days prior to the commencement of the tendering period of the Offer.*
82. Pursuant to Open Market Purchases, in accordance with Regulation 8(8) of SEBI (SAST) Regulations, the Original Offer Price was revised to the Revised Offer Price 2 of Rs 16.35 per Offer Share. The same was intimated vide Corrigendum 2 dated February 2, 2017. The Acquirer has made no other acquisition of Equity Shares at a price higher than the Revised Offer Price 2.
83. In the event of an acquisition of the Equity Shares of the Target Company by the Acquirer and/or the PAC during the Offer period, whether by subscription or purchase, at a price higher than the Revised Offer Price 2, then the Revised Offer Price 2 will be revised upwards to be equal to or more than the highest price paid for such acquisition in terms of Regulation 8(8) of the SEBI (SAST) Regulations. However, the Acquirer and/or the PAC shall not acquire any Equity Shares of the Target Company after the third (3rd) Working Day prior to the commencement of the Tendering Period of this Offer and until the expiry of the Tendering Period of this Offer. An upward revision to the Revised Offer Price 2 or to the Offer Size, if any, on account of competing offers or otherwise, may also be done at any time prior to the commencement of the last three (3) working days before the commencement of the Tendering Period of this Offer in accordance with Regulation 18(4) of the SEBI (SAST) Regulations. Such revision would be done in compliance with other formalities prescribed under the SEBI (SAST) Regulations.
84. The Revised Offer Price 2 is subject to revisions pursuant to the SEBI (SAST) Regulations, if any, or at the discretion of the Acquirer and the PAC at any time prior to three (3) Working Days before the commencement of the Tendering Period in accordance with Regulation 18(4) of the SEBI (SAST) Regulations.
85. In the event of such revision, the Acquirer and the PAC shall:
- i. make corresponding increase to the escrow amounts as more particularly set out in Part V – Financial Arrangements, of this DPS
 - ii. make a public announcement in the same newspapers in which this DPS has been published; and
 - iii. simultaneously with the issue of such announcement, inform the Stock Exchanges, SEBI and the Target Company at its registered office of such revision in accordance with the SEBI (SAST) Regulations.

86. If the Acquirer and/or the PAC acquire any Equity Shares during the period of twenty-six (26) weeks after the Tendering Period at a price higher than the Revised Offer Price 2, then the Acquirer and/or the PAC shall pay the difference between the highest acquisition price and the Revised Offer Price 2, to all Public Shareholders whose Equity Shares have been accepted in the Offer within sixty (60) days from the date of such acquisition. However, no such difference shall be paid in the event that such acquisition is made under another open offer under the SEBI (SAST) Regulations, or pursuant to the SEBI (Delisting of Equity Shares) Regulations, 2009 or open market purchases made in the ordinary course on the stock exchanges where the Equity Shares are traded, not being negotiated acquisition of Equity Shares whether by way of bulk deals, block deals or in any other form.

Financial Arrangements

87. Based on the Revised Offer Price 2, the total funding requirement for this Offer is Rs. 1,020,240,000 (Rupees one billion twenty million two hundred and forty thousand only), assuming full acceptance of this Offer (“**Revised Offer Consideration**”) i.e. consideration payable for acquisition of 62,400,000 Equity Shares at the Revised Offer Price 2 of Rs 16.35/- (Rupees sixteen and thirty five paise only) per Offer Share.
88. In addition, in accordance with Regulation 17(4) of the SEBI (SAST) Regulations, the Acquirer, the Manager to the Offer and ICICI Bank Limited, having its registered office at ICICI Bank Tower, Near Chakli Circle, Old Padra Road, Vadodara, 390 007, Gujarat (“**Escrow Bank**”) have entered into an escrow agreement on January 12, 2017 (“**Escrow Agreement**”). Pursuant to the Escrow Agreement, the Acquirer has established an escrow account under the name and title of “Shiva Cement Limited – Open Offer Escrow Account” (“**Escrow Account**”) with the Escrow Bank. The Manager to the Offer has been authorized by the Acquirer to operate the Escrow Account in accordance with the SEBI (SAST) Regulations. The Acquirer has initially made a cash deposit of Rs. 218,400,000 (Rupees two hundred and eighteen million four hundred thousand only) in the Escrow Account in accordance with the Regulation 17(1) of the SEBI (SAST) Regulations. The cash deposit has been confirmed pursuant to a confirmation letter dated January 12, 2017 issued by the Escrow Bank.
89. Further, on January 27, 2017, the Acquirer made a cash deposit of Rs 40,000,000 in the Escrow Account. The cash deposit has been confirmed pursuant to a confirmation letter dated January 27, 2017 issued by the Escrow Bank.
90. Further on February 28, 2017, the Acquirer deposited 100 per cent of the Revised Offer Consideration in the Escrow Account. The cash deposit has been confirmed pursuant to a confirmation letter dated January 27, 2017 issued by the Escrow Bank.
91. In case of any upward revision in the Offer Price or the Offer Size, corresponding increase to the escrow amounts as mentioned above in this Part shall be made by the Acquirer and/or PAC in terms of Regulation 17(2) of the SEBI (SAST) Regulations, prior to effecting such revision.
92. The Acquirer has cash and bank balances of Rs 133.74 crores in bank account held with Axis Bank Limited as of January 10, 2017. Shah Gupta & Co, Chartered Accountants, have, vide their certificate dated January 10, 2017 and January 30, 2017 has certified, on the basis of cash and bank balances of the Acquirer, that the Acquirer and PAC have firm financial arrangements through verifiable means to meet their payment obligations under the Offer. The Acquirer has undertaken to utilise the cash and bank balance of Rs 133.74 crores for the consummation of the Open Offer.
93. Considering that the Acquirer has deposited 100 per cent of the Revised Offer Consideration in the Escrow Account and based on the certificate from Shah Gupta & Co. and undertakings from the

Acquirer and PAC, the Manager to the Offer is satisfied that firm financial arrangements have been put in place by the Acquirer and PAC to fulfill their obligations in relation to this Offer through verifiable means in accordance with the SEBI (SAST) Regulations.

VI. Terms and Conditions of the Offer

94. This Offer is being made by the Acquirer and the PAC to all the Public Shareholders, whose names appear in the register of members of the Target Company as of the close of business on the Identified Date; (ii) the beneficial owners of the Equity Shares whose names appear as beneficiaries on the records of the respective Depositories, as of the close of business on the Identified Date; and (iii) those persons who acquire the Equity Shares any time prior to the date of the closure of the Tendering Period for this Offer, but who are not the registered Public Shareholders.
95. This Offer is being made by the Acquirer and the PAC to all the Public Shareholders to acquire up to 62,400,000 Equity Shares, representing 32.00% of the Emerging Share Capital, subject to the terms and conditions mentioned in the PA, the DPS, the DLoF and the Letter of Offer.
96. This Offer is not conditional upon any minimum level of acceptance in terms of Regulation 19 of the SEBI (SAST) Regulations.
97. This Offer is being made in compliance with regulations 3(1) and 4 of the SEBI (SAST) Regulations and is being made as a result of an agreement for a direct acquisition of Equity Shares and voting rights pursuant to the SPA. This Offer is not a competing offer under Regulation 20 of the SEBI (SAST) Regulations.
98. The Original Offer Price of Rs 14.00 per Offer Share was initially revised to Rs 15.58 per Offer Share, being Revised Offer Price 1 vide Corrigendum 1 and further to Rs 16.35 per Offer Share, being the Revised Offer Price 2 vide Corrigendum 2. Further revisions in the Revised Offer Price 2 for any reason including competing offers shall be done prior to the commencement of the last three (3) Working Days before the commencement of the Tendering Period and will be notified to the Public Shareholders by (i) notification to the Stock Exchanges, SEBI and the Target Company at its registered office, and (ii) public announcement in the same newspapers in which the DPS has been published. Such revision would be done in compliance with other formalities prescribed under the SEBI (SAST) Regulations.
99. The instructions, authorizations and provisions contained in the Form of Acceptance-cum-Acknowledgment constitute an integral part of the terms and conditions of this Offer.
100. Accidental omission to dispatch the Letter of Offer to any Public Shareholder to whom this Offer has been made or non-receipt of the Letter of Offer by any such Public Shareholder shall not invalidate this Offer in any way. The Public Shareholders can write to the Registrar to the Offer/Manager to the Offer requesting for the Letter of Offer along with Form of Acceptance-cum-Acknowledgement and fill up the same in accordance with the instructions given therein, so as to reach the Registrar to the Offer, on or before the date of closing of Tendering Period. Alternatively, the Letter of Offer along with the Form of Acceptance cum Acknowledgement would also be available at SEBI's website, www.sebi.gov.in, and the Public Shareholders, holding shares in physical form, can also apply by downloading such forms from the website.
101. Each Public Shareholder to whom this Offer is being made is free to offer the Equity Shares in whole or in part while accepting this Offer.

102. The Public Shareholders who tender their Equity Shares in this Offer shall ensure that the Equity Shares are free and clear from all liens, charges and encumbrances. The Acquirer / PAC shall acquire the Equity Shares that are validly accepted in this Offer, together with all rights attached thereto, including the rights to dividends, bonuses and rights offers declared thereon.
103. The acceptance of this Offer is entirely at the discretion of the Public Shareholders. The Acquirer / PAC will not be responsible for any loss of share certificate(s) and the Offer acceptance documents during transit and the Public Shareholders are advised to adequately safeguard their interests in this regard.
104. The acceptance of this Offer must be unconditional, absolute and unqualified and should be sent with the attached Form of Acceptance-cum-Acknowledgement duly filled in (for Public Shareholder(s) holding Equity Shares in physical mode), signed by the Public Shareholder(s), which should be received by the Registrar to the Offer not later than two days from the date of bidding by the Seller Broker. In the event any change or modification is made to the Form of Acceptance-cum-Acknowledgement or if any condition is inserted therein by a Public Shareholder, the Manager to the Offer and the Acquirer/PAC reserve the right to reject the acceptance of this Offer by such Public Shareholder.
105. The Public Shareholders who have accepted this Offer by tendering their Equity Shares and requisite documents in terms of the PA, the DPS and the Letter of Offer are **not** entitled to withdraw such acceptance during the Tendering Period for this Offer.
106. In the event that the aggregate of the Equity Shares tendered in this Offer by the Public Shareholders are more than the Offer Size, the acquisition of the Equity Shares from each Public Shareholder will be on a proportionate basis.
107. To the best of the knowledge of the Acquirer and the PAC, there are no Equity Shares which are subject to any lock-in conditions.
108. Incomplete Forms of Acceptance-cum-Acknowledgement, if applicable, including non-submissions of necessary enclosures, if any, are liable to be rejected. Further, in case the documents/forms submitted are incomplete and/or if they have any defect or modifications, the Equity Shares tendered are liable to be rejected.
109. The share certificates or other documents should not be sent to the Acquirer or PAC or the Target Company
110. Certain Equity Shares of the Target Company are subject to lock-in. These Equity Shares may be acquired under the Open Offer and the residual lock-in period, if any, shall continue in the hands of the Acquirer. There shall be no discrimination between the acceptance of locked-in and non- locked-in Equity Shares.

Any Equity Shares that are subject matter of litigation or are held in abeyance due to pending court cases/attachment orders/restriction from other statutory authorities wherein the Public Shareholder may be precluded from transferring the Equity Shares during pendency of the said litigation, are liable to be rejected if directions/orders are passed regarding the free transferability of such Equity Shares tendered under the Open Offer prior to the date of closure of the Tendering Period.

Statutory and other approvals

111. As on the date of this DPS, to the best of the knowledge of the Acquirer and the PAC, for the Acquirer and/or the PAC to complete this Offer and to complete the underlying transaction pursuant to the SPA, there are no statutory approvals required by the Acquirer and PAC. However, in case if any statutory approvals are required by the Acquirer at a later date before the closure of the Tendering Period, this Offer shall be subject to such approvals and the Acquirer shall make the necessary applications for such statutory approvals. In the event of non-receipt of any of the statutory approvals, the Acquirer shall have the right to withdraw the Offer in the accordance with the provisions of Regulation 23(1) of the SEBI (SAST) Regulations.

In the event of such withdrawal of this Offer pursuant to non-receipt of statutory approvals, if any, a public announcement will be made within two (2) working days of such withdrawal, in the same newspapers in which this DPS has been published and such public announcement will also be sent to the Stock Exchanges, SEBI and the Target Company at its registered office.

112. In case of delay in receipt of any statutory approvals, as per Regulation 18(11) of the SEBI (SAST) Regulations, SEBI may, if satisfied, that delay in receipt of the requisite statutory approvals was not attributable to any wilful default, failure or neglect on the part of the Acquirer and/or the PAC to diligently pursue such approvals, grant an extension of time for the purpose of completion of this Offer, subject to the Acquirer agreeing to pay interest to the Public Shareholders for such delay at such terms and conditions as may be specified by SEBI.
113. The acquisition of the Equity Shares tendered by Non-Resident Indian (the “**NRI**s”) and Overseas Corporate Bodies (the “**OCBs**”) are subject to approval/exemption, if applicable, from the RBI. NRI and OCB holders of Equity Shares, if any, must obtain all requisite approvals required to tender the Equity Shares held by them pursuant to this Offer (including without limitation, the approval from the RBI or Foreign Investment Promotion Board, India (the “**FIPB**”)) and submit such approvals, along with the other documents required in terms of the Letter of Offer. Further, if holders of the Equity Shares who are not persons resident in India (including NRIs, OCBs, QFIs and FIIs) had required any approvals (including from the RBI or FIPB) in respect of the Equity Shares held by them, they will be required to submit the previous approvals that they would have obtained for holding the Equity Shares, to tender the Equity Shares held by them pursuant to this Offer, along with the other documents required to be tendered to accept this Offer. In the event such approvals are not submitted, the Acquirer and/or the PAC reserve the right to reject such Equity Shares tendered in this Offer.

VII. Procedure for Acceptance and Settlement of the Offer

114. The Offer will be implemented by the Acquirer and/or the PAC, subject to applicable law, through the Stock Exchange mechanism made available by BSE as provided under the SEBI (SAST) Regulations and SEBI Circular CIR/CFD/POLICYCELL/1/2015 dated April 13, 2015 read with SEBI Circular CFD/DCR2/CIR/P/2016/131 dated December 09, 2016 as may be amended from time to time issued by SEBI and the procedure prescribed in the notice dated February 2, 2017 issued by BSE on ‘Revised Guidelines of Mechanism for acquisition of shares through Stock Exchange pursuant to Tender–Offers under Takeovers, Buy Back and Delisting’. A separate window on the stock exchange (“**Acquisition Window**”) would be provided by BSE for this purpose.
115. BSE will be the designated Stock Exchange for the purpose of tendering the Shares under the Offer.

For implementation of the Open Offer, the Acquirer and the PAC have appointed JM Financial Services Limited (“**Buying Broker**”) as its broker for the Offer through whom the purchase and settlement of the Equity Shares under the Offer will be made. The contact details of the Buying Broker are:

JM Financial Services Limited

5th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai – 400 025

Tel: +91 22 6630 3030

Fax: +91 22 6630 3330

Contact Person: Ms Kinnar Darji

E-mail Id: kinnar.darji@jmfl.com

116. All Public Shareholders who desire to tender their Equity Shares under the Offer may place orders through the Acquisition Window through their respective stock brokers (“**Selling Broker**”) within the normal trading hours of the secondary market during the Tendering Period.
117. Separate Acquisition Window will be provided by BSE to facilitate placing of sell orders. The Selling Brokers can enter orders for demat Equity Shares as well as physical Equity Shares.
118. In the event Selling Broker of the Public Shareholder is not registered with BSE then that Public Shareholder can approach any BSE registered stock broker and can make a bid by using quick unique client code (UCC) facility through that BSE registered stock broker after submitting the details as may be required by that stock broker to be in compliance with applicable SEBI regulations. In case Public Shareholder is not able to bid using quick UCC facility through any other BSE registered stock broker then the Public Shareholder may approach Buying Broker to bid by using quick UCC facility.
119. During the Tendering Period, the order for selling the Equity Shares will be placed in the Acquisition Window by Public Shareholders through their respective Selling Broker during normal trading hours of the secondary market. The Buying Broker may also act as Selling Broker for Public Shareholders.
120. Selling Broker can enter orders for demat Equity Shares as well as physical Equity Shares.
121. Modification / cancellation of orders once placed will not be allowed at any time during the Tendering Period. Multiple bids made by single Public Shareholder for selling the Equity Shares shall be clubbed and considered as ‘one’ bid for the purposes of acceptance.
122. All documents sent by Public Shareholders will be at their own risk. Public Shareholders are advised to safeguard adequately their interests in this regard.
123. The cumulative quantity tendered shall be displayed on the BSE website – www.bseindia.com throughout the trading session at specific intervals by BSE during the Tendering Period. Public Shareholders can tender their Equity Shares only through a BSE registered broker with whom the Public Shareholder is registered as a client (KYC compliant).

Public Shareholders who are holding Equity Shares in physical form:

124. The Public Shareholders who are holding the Equity Shares in physical form and who wish to tender their Equity Shares in this Offer shall approach the Selling Broker and submit the complete set of documents for verification procedure as mentioned below:
 - (a) Form of Acceptance-cum-Acknowledgement duly completed and signed in accordance with the instructions contained therein, by sole/joint Public Shareholder(s) whose name(s) appears on the share certificate(s) and in the same order and as per the specimen signature lodged with the Target Company;

- (b) Original share certificate(s);
 - (c) valid share transfer deed(s) duly signed as transferor(s) by the sole/joint Public Shareholder(s) in the same order and as per the specimen signatures lodged with the Target Company and duly witnessed at the appropriate place;
 - (d) self-attested PAN card copy (in case of joint holders, PAN card copy of all transferors);
 - (e) any other relevant document such as power of attorney, corporate authorization (including board resolution/specimen signature/ Notarized copy of death certificate and legal heirship certificate / succession certificate or probated will, if the original Public Shareholder has deceased);
 - (f) self-attested copy of address proof such as valid adhaar card, voter ID, passport or driving license.
125. The Selling Broker(s) should place bids on the exchange platform with relevant details as mentioned on physical share certificate(s). Upon placing the bid, the Seller Broker(s) to print the Transaction Registration Slip (“**TRS**”) generated by the Stock Exchange bidding system and provide the TRS to the Public Shareholder. TRS will contain the details of order submitted like Folio No., Certificate No., Dist. No., No. of Equity Shares, etc.
126. The Seller Broker/ Public Shareholder has to deliver the physical share certificates and above documents along with Form of Acceptance-cum-Acknowledgement and TRS either by registered post or courier or hand delivery to the Registrar to the Offer at the address mentioned on the cover page of this Letter of Offer within two days of bidding by Seller Broker and not later than two days from the date of bidding by the Selling Broker. The envelope should be superscribed as “**Shiva Cement Open Offer 2017**”.
127. One copy of the TRS will be retained by Registrar to the Offer and Registrar to the Offer to provide acknowledgement of the same to the Selling Broker.
128. Public Shareholders holding physical Equity Shares should note that physical Equity Shares will not be accepted unless the complete set of documents is submitted. Acceptance of the physical shares in the Offer shall be subject to verification by Registrar to the Offer. On receipt of the confirmation from Registrar to the Offer, the bid will be accepted, else rejected, and accordingly the same will be depicted on the exchange platform.
129. In case any person has submitted Equity Shares in physical form for dematerialization, such Public Shareholders should ensure that the process of getting the Equity Shares dematerialized is completed well in time so that they can participate in the Offer.
130. On acceptance of physical Equity Shares by the Registrar to the Offer, the funds received from Buying Broker by the Clearing Corporation will be released to the Selling Broker(s) as per secondary market pay out mechanism.
131. Unaccepted Equity Shares shall be returned to the respective Public Shareholder directly by the Registrar to the Offer.

Public Shareholders who are holding Equity Shares in dematerialized form:

132. The Public Shareholders who are holding the Equity Shares in demat form and who desire to tender their Equity Shares in this Offer are required to transfer the Equity Shares under the Offer to the Clearing Corporation, by using the settlement number through the early pay-in mechanism of Depositories. This shall be validated by the Selling Broker at the time of order/bid entry. The details of the settlement number for the Offer will be provided in a separate circular which shall be issued at the time of opening of the Tendering Period by Clearing Corporation.
133. For custodian participant, orders for demat Equity Shares early pay-in is mandatory prior to confirmation of order/ bid by the custodian. The custodians shall either confirm or reject orders not later than close of trading hours on the last day of the Tendering Period. Thereafter, all unconfirmed orders shall be deemed to be rejected.
134. Upon placing the bid, the Selling Broker(s) shall provide the TRS generated by the exchange bidding system to the Public Shareholder on whose behalf the bid has been placed. TRS will contain details of order submitted like Bid ID No., DP ID, Client ID, No. of Equity Shares tendered, Application No. etc.
135. The Public Shareholders will have to ensure that they keep the depository participant account active and unblocked to receive credit in case of return of Equity Shares due to rejection or due to prorated Offer.

The Public Shareholders holding shares in demat mode are not required to fill any Form of Acceptance-cum-Acknowledgement. Public Shareholders holding Equity Shares in physical mode will be required to fill the respective Form of Acceptance-cum-Acknowledgement. Public Shareholders holding Equity Shares in physical mode will be sent Form of Acceptance-cum-Acknowledgement along with the Letter of Offer. Detailed procedure for tendering such Equity Shares will be included in the Form of Acceptance-cum-Acknowledgement. Form of Acceptance-cum-Acknowledgement may not be sent to the Public Shareholders holding Equity Shares in demat mode.

136. Registrar to the Offer shall provide details of order acceptance to Clearing Corporation within specified timelines. In the event that the number of Equity Shares (including demat shares and physical shares) validly tendered by the Public Shareholders under this Offer is more than the number of Offer Shares, the Acquirer shall accept those Equity Shares validly tendered by the Public Shareholders on a proportionate basis in consultation with the Manager to the Offer, taking care to ensure that the basis of acceptance is decided in a fair and equitable manner and does not result in non-marketable lots, provided that acquisition of Equity Shares from a Public Shareholder shall not be less than the minimum marketable lot.
137. Equity Shares that are subject to any charge, lien or encumbrance are liable to be rejected in this Offer. Equity Shares that are the subject of litigation, wherein the Public Shareholders may be prohibited from transferring their Equity Shares during the pendency of the said litigation, are liable to be rejected, if the directions/orders regarding these Equity Shares are not received together with the Equity Shares tendered in this Offer. The Letter of Offer, wherever possible, may be forwarded to the concerned statutory authorities for further action by such authorities.

Procedure for tendering the Shares in case of non-receipt of Letter of Offer:

138. Persons 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 Letter of Offer, may also participate in this Offer.

139. A Public Shareholder may participate in the Offer by approaching their broker/Selling Broker and tender Shares in the Offer as per the procedure mentioned in the Letter of Offer or in the relevant Acceptance Form.
140. The Letter of Offer will be dispatched to all the eligible Public Shareholders of the Target Company whose names appear on the register of members on the Identified Date. Public Shareholders holding Equity Shares in physical mode will be sent Form of Acceptance-cum-Acknowledgement along with the Letter of Offer. In case of non-receipt of the Letter of Offer, such eligible Public Shareholders of the Target Company may download the same from the SEBI website (www.sebi.gov.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.
141. The Letter of Offer along with the Form of Acceptance-cum-Acknowledgement would also be available at SEBI's website, www.sebi.gov.in, and Public Shareholders can also apply by downloading such forms from the said website.

Settlement Process

142. On closure of the Offer, reconciliation for acceptances shall be conducted by the Manager to the Offer and the Registrar to the Offer and the final list shall be provided to BSE to facilitate settlement on the basis of Shares transferred to the Clearing Corporation.
143. The settlement of trades shall be carried out in the manner similar to settlement of trades in the secondary market. Selling Broker(s) should use the settlement number to be provided by the Clearing Corporation to transfer the shares in favour of Clearing Corporation.
144. The Company will pay the consideration to the Buying Broker on or before the pay-in date for settlement, who in turn will make the funds pay-in in the settlement account of Clearing Corporation, as per the settlement schedule announced by Clearing Corporation.
145. Once the basis of acceptance is finalised, the Clearing Corporation would facilitate clearing and settlement of trades by transferring the required number of shares to the demat account which will be opened by the Acquirer.
146. In case of partial or non-acceptance of orders or excess pay-in, demat shares shall be released directly to the Public Shareholders by the Clearing Corporation.
147. If the securities transfer instruction is rejected in the Depository system, due to any issue then such securities will be transferred to the Selling Broker's depository pool account for onward transfer to the Public Shareholder. The Selling Broker(s) would then issue contract note for the shares accepted in the Offer and also return the balance shares to their respective clients

Settlement of Funds/Payment Consideration

For Public Shareholders holding Equity Shares in demat and physical mode

148. The settlement of fund obligation for demat and physical shares shall be effected directly by the Clearing Corporation.

149. The payment will be made by the Buying Broker for settlement to the Clearing Corporation. For Equity Shares accepted under the Offer, the funds received from Buying Broker by the Clearing Corporation will be released to the Selling Broker as per secondary market pay out mechanism for Equity Shares held in physical mode and Clearing Corporation will make direct funds payout to respective Public Shareholder's bank account as provided by the Depository system for Equity Shares held in demat mode. If Public Shareholders' bank account details are not available or if the funds transfer instruction gets rejected by RBI/Bank, due to any issue then such funds will be transferred to the concerned Selling Brokers' settlement bank account for onward transfer to their respective clients.
150. In case of certain client types viz. NRI, foreign clients, etc. (where there are specific RBI and other regulatory requirements pertaining to funds pay-out) who do not opt to settle through custodians, the funds pay-out would be given to their respective Selling Broker's settlement accounts for releasing the same to their respective client's account. For this purpose, the client type details would be collected from the Registrar to the Offer.
151. In case of deals confirmed by custodian settlement will be released to custodies settlement account.
152. Public Shareholders who intend to participate in the Offer should consult their respective Selling Broker for payment to them of any cost, charges and expenses (including brokerage) that may be levied by the Selling Broker upon the Public Shareholders for tendering Equity Shares in the Offer (secondary market transaction). The Acquirer or the PAC accepts no responsibility to bear or pay such additional cost, charges and expenses (including brokerage) incurred solely by the Public Shareholder.

153. **Rejection Criteria**

The Equity Shares tendered by Public Shareholders would be liable to be rejected on the following grounds:

For Public Shareholders holding shares in the dematerialized form if there is a name mismatch in the dematerialised account of the Public Shareholder.

For Public Shareholders holding Equity Shares in the physical form if:

- a. The full set of documents mentioned above or in the Form of Acceptance for Public Shareholders holding Equity Shares in physical form are not received by the Registrar on or before Monday, May 8, 2017 (by 05:00 p.m.);
- b. If the share certificate of the Company is not enclosed with the Form of Acceptance;
- c. If the transfer/ transmission of Equity Shares is not completed, and the Equity Shares are not in the name of the Public Shareholders;
- d. If the Public Shareholders bid the Equity Shares but the Registrar does not receive the physical Equity Share certificate; or
- e. In the event the signature in the Form of Acceptance and Form SH-4 do not match as per the specimen signature recorded with Company or Registrar.

VIII. Tax Provisions

A. Capital Gains

Under current Indian tax laws and regulations, capital gains arising from the sale of equity shares in an Indian company are generally taxable in India. Any gain realized on the sale of listed equity shares

on a stock exchange held for more than twelve (12) months will not be subject to capital gains tax in India if Securities Transaction Tax (“STT”) has been paid on the transaction. STT will be levied on and collected by a domestic stock exchange on which the equity shares are sold. Further, any gain realised on the sale of listed equity shares held for a period of twelve (12) months or less, which are sold will be subject to short term capital gains tax and STT

B. Business Income

Under current Indian tax laws and regulations, income arising from the sale of equity shares in an Indian company may be taxable in India as income from business, depending on the Public Shareholder.

C. Tax deduction at source

For Shareholders holding Equity Shares in physical mode:

i) In case of Resident Public Shareholders:

- a) There would be no deduction of tax at source from the consideration payable in respect of the transfer of Equity Shares by a resident Public Shareholder. Such resident Public Shareholder will be liable to pay tax on their income as per the provisions of the Act as applicable to them.
- b) In case of Interest payment (if any) for delay in payment of Offer consideration or a part thereof, if any, all resident Public Shareholders will be required to submit a certificate for deduction of tax at nil/lower rate from the income tax authorities under Section 197 of the Act, indicating the amount of tax to be deducted by the Acquirer and / or the PAC before remitting the consideration for interest payments, if any, by the Acquirer and / or the PAC. The Acquirer and / or the PAC will deduct taxes at source in accordance with such Certificate for Deduction of Tax at Nil/Lower Rate.
- c) In an event of non-submission of Certificate for Deduction of Tax at Nil/Lower Rate, the Acquirer and / or the PAC will deduct tax at the rates prescribed under Section 194A of the Act as may be applicable to the relevant category to which the Public Shareholder belongs under the Act on the consideration payable as interest to such Public Shareholder.
- d) All resident Public Shareholders shall submit a self-attested copy of their PAN card for income tax purposes. In case copy of the PAN card is not submitted or is invalid or does not belong to the Public Shareholder, Acquirer and / or the PAC will deduct tax at the rate of 20% (including surcharge and cess) (as provided under Section 206AA of the Act) or the rate, as may be applicable to the category of the Public Shareholder under the Act, whichever is higher on the amount payable as interest to such resident Public Shareholder.
- e) Notwithstanding anything contained in clauses (b) to (d) above, no deduction of tax shall be made at source by the Acquirer and / or the PAC where (i) the total amount of interest payable (for delay in payment of Offer consideration or otherwise), if any, to a resident Public Shareholder does not exceed INR 5,000 during the financial year or (ii) where a self-attested declaration as per Section 197A of the Act in Form 15G or Form 15H (as per Rule 29C of the Income Tax Rules, 1962), as may be applicable, and duly executed, has been furnished to the Acquirer and / or the PAC or (iii) interest being paid, if any, to an entity specified under Section 194A(3)(iii) of the Act if it submits a self- attested copy of the

relevant registration or notification. The self-attested declaration in Form 15G and Form 15H will not be regarded as valid unless the resident Public Shareholder has furnished its PAN in such declaration.

ii) In the case of Non Resident Public Shareholders:

As per the provisions of Section 195(1) of the Act any person responsible for paying to a non-resident any sum chargeable to tax is required to deduct tax at source (including surcharge and education cess as applicable) at the applicable rate as per the Act.

- a) For the purpose of remittance of funds on tendering of Equity Shares under the Open Offer, Non-Resident Indians (“NRIs”), Overseas Corporate Bodies (“OCBs”), and other non-resident Public Shareholders (excluding FIIs) will be required to submit Certificate for Deduction of Tax at Nil/Lower Rate from the income tax authorities under Section 195(3) or Section 197 of the Act, indicating the amount of tax to be deducted by the Acquirer and / or the PAC before remitting the consideration. The Acquirer and / or the PAC will arrange to deduct taxes at source in accordance with such Certificate for Deduction of Tax at Nil/Lower Rate.
- b) In an event of non-submission of certificate for deduction of tax at nil/lower rate, tax will be deducted at the maximum marginal rate as may be applicable to the relevant category to which the Public Shareholder belongs, on the entire consideration amount payable to the Public Shareholders, by the Acquirer and / or the PAC.
- c) The Acquirer and / or the PAC will not take into consideration any other details and documents (including self certified computation of tax liability or the computation of tax liability certified by any tax professionals including a chartered accountant, etc.) submitted by the Public Shareholder for deducting a lower amount of tax at source. NRIs, OCBs and other non-resident Public Shareholders (excluding FIIs) holding Equity Shares as capital asset will be required to certify the period of its holding (i.e., whether Equity Shares are held for more than twelve (12) months) of Equity Shares.
- d) In case of interest payments, if any, by the Acquirer and / or the PAC for delay in payment of Offer consideration or a part thereof, if any, the NRIs, OCBs, and other non-resident Public Shareholders (excluding FIIs) will be required to submit a NOC or Certificate for Deduction of Tax at Nil/Lower Rate from the income tax authorities under the Act indicating the amount of tax to be deducted by the Acquirer and / or the PAC before remitting the consideration. The Acquirer and / or the PAC will arrange to deduct taxes at source in accordance with such NOC or certificate for deduction of tax at nil/lower rate.
- e) In an event of non-submission of NOC or certificate for deduction of tax at nil/lower rate, the Acquirer and / or the PAC will deduct tax at the maximum marginal rate as may be applicable to the relevant category to which the Public Shareholder belongs under the Act on the entire amount payable as interest to such Public Shareholder.
- f) All NRIs, OCBs and other non-resident Public Shareholders (excluding FIIs) are required to submit a self-attested copy of their PAN card for income tax purposes. In case copy of the PAN card is not submitted or is invalid or does not belong to the Public Shareholder, the Acquirer and / or the PAC will deduct tax at the rate of 20% (as provided under Section

206AA of the Act) or the rate, as may be applicable to the category of the Public Shareholder under the Act, whichever is higher.

- g) Any NRIs, OCBs and other non-resident Public Shareholders (excluding FIIs) claiming benefit under any DTAA between India and any other foreign country / specified Territory should furnish the 'Tax Residence Certificate' provided to him/it by the Government of such other foreign country / specified Territory of which it claims to be a tax resident and a self-attested declaration stating that it does not have a business connection in India as defined in Explanation 2 to Section 9(1)(i) of the Act (along with the provisos thereto) or a permanent establishment in India, in terms of Section 92F of the Act as well as the DTAA entered between India and the foreign country/ specified Territory of its tax residence. Further, the Public Shareholder will be required to furnish such other documents and information as prescribed in terms of Section 90(5) or Section 90A(5) of the Act to furnish prescribed additional information in the prescribed form (Form 10F). In the absence of such TRC/certificates/declarations/ information/documents, the Acquirer and/or the PAC will arrange to deduct tax in accordance with the provisions of the Act and without having regard to the provisions of any DTAA.

For Shareholders holding Equity Shares in physical mode:

i) In case of Resident Public Shareholders:

In the absence of any specific provision under the Act, the Acquirer shall not deduct tax on the consideration payable to resident Public Shareholders pursuant to the said Open Offer.

ii) In the case of Non Resident Public Shareholders:

In case of Non-Resident Public Shareholders – the Acquirer or the PAC will deduct income-tax at source at the applicable rates under the Income Tax Act on the consideration payable to non-resident Public Shareholders pursuant to the Offer.

iii) Interest Payment

In case of interest payments, if any, by the Acquirer for delay in payment of Open Offer consideration or a part thereof, the Acquirer will deduct taxes at source at the applicable rates as per the Income Tax Act on such interest, to be paid for delay in payment of Open Offer consideration.

D. Others

- a) The tax implications are based on provisions of the Act as amended up to Finance Act, 2016.
- b) Notwithstanding the details given above, all payments will be made to Public Shareholders subject to compliance with prevailing tax laws.
- c) The tax deducted by the Acquirer and / or the PAC while making payment to a Public Shareholder may not be the final tax liability of such Public Shareholder and shall in no way discharge the obligation of the Public Shareholder to appropriately disclose the amounts received by it, pursuant to this Offer, before the income tax authorities.
- d) The Acquirer and / or the PAC and the Manager do not accept any responsibility for the accuracy or otherwise of the tax provisions set forth herein above.

- e) The Acquirer and / or the PAC shall deduct tax (if required) as per the information provided and representation made by the Public Shareholders. In an event of any income-tax demand (including interest, penalty etc.) arising from any misrepresentation, inaccuracy or omission of information provided/to be provided by the Public Shareholders, such Public Shareholders will be responsible to pay such income-tax demand under the Act and provide the Acquirer and / or the PAC with all information/documents that may be necessary and co-operate in any proceedings before income tax / appellate authority in India.

PUBLIC SHAREHOLDERS ARE ADVISED TO CONSULT THEIR TAX ADVISORS FOR TAX TREATMENT ARISING OUT OF THE PROPOSED OFFER THROUGH TENDER OFFER AND APPROPRIATE COURSE OF ACTION THAT THEY SHOULD TAKE. THE ACQUIRER OR THE PAC DOES NOT ACCEPT NOR HOLD ANY RESPONSIBILITY FOR ANY TAX LIABILITY ARISING TO ANY PUBLIC SHAREHOLDER AS A REASON OF THIS OFFER.

VIII. Documents for Inspection

Copies of the following documents will be available for inspection to the Public Shareholders at the office of the Manager to the Offer at JM Financial Institutional Securities Limited, 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai – 400 025, India on any Working Day, *i.e.* Monday to Friday and not being a bank holiday in Mumbai, between 10:30 a.m. to 5:00 p.m. from the date of opening of the Offer until the closure of the Offer:

1. Certified true copies of the certificate of incorporation and memorandum and articles of association of the Acquirer and PAC;
2. Copy of the SPA which triggered the Open Offer;
3. Copy of SPA 2;
4. Audited financial statements pertaining to the Acquirer for the period ending March 31, 2016, March 31, 2015 and March 31, 2014 along with certificate from Shah Gupta & Co, Chartered Accountants dated January 13, 2017, certifying the financials;
5. Audited financial statements of the PAC for the period ending March 31, 2016, March 31, 2015 and March 31, 2014 along with certificate from Shah Gupta & Co, Chartered Accountants dated January 16, 2017, certifying the financials;
6. Audited annual reports and financial statements of the Target Company for the period ended March 31, 2016, March 31, 2015 and March 31, 2014;
7. Copy of the certificate from Shah Gupta & Co, Chartered Accountants dated January 10, 2017 and January 30, 2017, certifying the adequacy of financial resources of the Acquirer to fulfil its Offer obligations;
8. Copy of Share Escrow Agreement between the Acquirer, Sellers and ICICI Bank Limited
9. Copy of the Escrow Agreement dated January 12, 2017 between the Acquirer, Manager to the Offer and ICICI Bank Limited ;

10. Copy of the confirmation dated January 12, 2017 from ICICI Bank Limited, confirming the cash balance in the Escrow Account;
11. Copy of confirmation dated January 27, 2017 from ICICI Bank Limited confirming cash balance in the Escrow Account;
12. Copy of confirmation dated February 28, 2017 from ICICI Bank Limited confirming cash balance in the Escrow Account;
13. Copy of the Public Announcement dated January 10, 2017, published copy of the DPS dated January 17, 2017, Corrigendum 1 dated January 31, 2017, Corrigendum 2 dated February 2, 2017, 2017, Corrigendum 3 dated February 16, 2017, Corrigendum 4 dated March 2, 2017, Corrigendum 5 dated March 11, 2017 and the Offer opening advertisement dated April 20, 2017;
14. Copy of the recommendation to be made by the committee of the independent directors of the Target Company; and
15. Copy of the letter number CFD/DCR/OW/2017/7400 from SEBI dated March 31, 2017 containing its observations on the DLoF;

IX. Declaration by the Acquirer and the PAC

For the purpose of disclosures in this LoF, the Acquirer and the PAC accept full responsibility for the information contained in this LoF (other than such information as has been obtained from public sources or provided or confirmed by the Target Company).

The Acquirer and the PAC also accept full responsibility for their obligations under the Offer and shall be severally and jointly liable for ensuring compliance with the SEBI (SAST) Regulations.

Signed for and on behalf of JSW Cement Limited (Acquirer)

Sd/-

Authorized Signatory

Signed for and on behalf of Reynold Traders Private Limited (PAC)

Sd/-

Authorized Signatory

Place: Mumbai

Date: April 10, 2017

FORM OF ACCEPTANCE-CUM-ACKNOWLEDGEMENT

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

(Please send this Form with TRS generated by Broker and enclosures to Registrar to the Offer, Karvy Computershare Private Limited, at their address given in the Letter of Offer as per the mode of delivery mentioned in the Letter of Offer)

Name:
Address:
Floor / Door:
Block No:
Area / Locality:
Town / City /
District:
State:
Country:
Zip / Pin Code:

Principal Place of
Business:

Tel No. (including
ISD Code):

Fax No.:

Email:

TENDERING PERIOD FOR THE OFFER	
OPENS ON	APRIL 21, 2017
CLOSES ON	MAY 5, 2017

To, Karvy Computershare Private Limited Plots nos. 17-24, Vittal Rao Nagar, Madhapur, Hyderabad - 500 081 Tel: +91 40 4465 5000, Fax: +91 40 2343 1551 Toll Free No. 1-800-345-4001 Contact Person: Mr. M.Muralikrishna / R Williams Email: murali.m@karvy.com / Williams.r@karvy.com	Status of the Public Shareholder (Please tick whichever is applicable)			
	<input type="checkbox"/> Individual	<input type="checkbox"/> Company	<input type="checkbox"/> FII / FPI - Corporate	<input type="checkbox"/> FII / FPI - Others
	<input type="checkbox"/> QFI	<input type="checkbox"/> FVCI	<input type="checkbox"/> Partnership / Proprietorship firm / LLP	<input type="checkbox"/> Private Equity Fund
	<input type="checkbox"/> Pension / Provident Fund	<input type="checkbox"/> Sovereign Wealth Fund	<input type="checkbox"/> Foreign Trust	<input type="checkbox"/> Financial Institution
	<input type="checkbox"/> NRIs / PIOs - repatriable	<input type="checkbox"/> NRIs / PIOs - non- repatriable	<input type="checkbox"/> Insurance Company	<input type="checkbox"/> OCB
<input type="checkbox"/> Domestic Trust	<input type="checkbox"/> Banks	<input type="checkbox"/> Association of person / Body of individual	<input type="checkbox"/> Any others, please specify: _____	

Dear Sir / Madam,

Sub:

OPEN OFFER FOR ACQUISITION OF UP TO 62,400,000 EQUITY SHARES OF SHIVA CEMENT LIMITED TO THE PUBLIC SHAREHOLDERS OF THE TARGET COMPANY BY JSW CEMENT LIMITED (“ACQUIRER”) TOGETHER WITH SUN INVESTMENTS PRIVATE LIMITED AND REYNOLD TRADERS PRIVATE LIMITED AS THE PERSON ACTING IN CONCERT WITH THE ACQUIRER

I / We refer to the Letter of Offer dated **April 10, 2017** for acquiring the Equity Shares held by me / us in Shiva Cement Limited. Capitalised terms not defined here shall have the meanings ascribed to them under the Letter of Offer.

I / We, the undersigned, have read the Public Announcement, the Detailed Public Statement, Corrigendum 1, Corrigendum 2, Corrigendum 3, Corrigendum 4, Corrigendum 5 and the Letter of Offer and understood its contents and unconditionally accepted the terms and conditions as mentioned therein.

FOR EQUITY SHARES HELD IN PHYSICAL FORM

I / We, holding the Equity Shares in physical form, accept the Offer and enclose the original share certificate(s) and duly signed stamped and signed share transfer form(s) in respect of my / our Equity Shares as detailed below:

Sr. No.	Folio No.	Certificate No.	Distinctive Nos.		No. of Equity Shares
			From	To	
Total No. of Equity Shares					

Please attach additional sheets of paper and authenticate the same if the space is insufficient.

I / We confirm that the Equity Shares which are being tendered herewith by me / us under this Offer, are free from liens, charges, equitable interests and encumbrances and are being tendered together with all rights attached thereto, including all rights to dividends, bonuses and rights offers, if any, declared hereafter and that I / We have obtained any necessary consents to sell the Equity Shares on the foregoing basis.

I / We also note and understand that the obligation on the Acquirer and/or PAC to pay the purchase consideration arises only after verification of the certification, documents and signatures submitted along with this Form of Acceptance-cum-Acknowledgment by the Public Shareholders.

I/We declare that there are no restraints/injunctions or other order(s) of any nature which limits/restricts in any manner my/our right to tender Equity Shares for Open Offer and that I/we am/are legally entitled to tender the Equity Shares for Open Offer. I/We declare that regulatory approvals, if applicable, for holding the Equity Shares and/or for tendering the Equity Shares in this Open Offer have been enclosed herewith.

I / We confirm that there are no tax or other claims pending against us which may affect the legality of the transfer of Equity Shares under the Income Tax Act, 1961. I / We are not debarred from dealing in Equity Shares.

I / We confirm that in case the Acquirer/PACs is of the view that the information / documents provided by the Public Shareholder is inaccurate or incomplete or insufficient, then tax may be deducted at source at the applicable maximum marginal rate on the entire consideration paid to the Public Shareholders.

I / We confirm that in the event of any income tax demand (including interest, penalty, etc.) arising from any misrepresentation, inaccuracy or omission of information provided / to be provided by me / us, I / we will indemnify the Acquirer and / or the PAC for such income tax demand (including interest, penalty, etc.) and provide the Acquirer and / or the PAC with all information / documents that may be necessary and co-operate in any proceedings before any income tax / appellate authority.

I / We note and understand that the original share certificate(s) and duly stamped and signed share transfer form will be held in trust for me / us by the Registrar to the Offer until the time the Acquirer and / or the PAC pay the purchase consideration as mentioned in the Letter of Offer. I / We also note and understand that the Acquirer and / or the PAC will pay the purchase consideration only after verification of the documents and signatures.

I/We note and understand that the Equity Shares would lie with the Clearing Corporation until the time the Acquirers make payment of purchase consideration as mentioned in the Letter of Offer. I/We authorise the Acquirers to accept the Equity Shares so offered or such lesser number of Equity Shares which they may decide to accept in consultation with the Manager to the Offer and the Registrar to the Offer and in terms of the Letter of Offer and I/we further authorize the Acquirers to return to me/us, share certificate(s) in respect of which the Open Offer is not found valid/not accepted without specifying the reasons thereof.

I / We authorize the Acquirer or the PAC or the Registrar to the Offer to send by Speed Post / Registered Post / or through electronic mode, as may be applicable, at my / our risk, documents or papers or correspondence to the sole / first holder at the address mentioned above.

I / We authorize the Acquirer and PAC to accept the Equity Shares so offered which it may decide to accept in consultation with the Manager to the Offer and the Registrar to the Offer and in terms of the Letter of Offer and I / We further authorize the Acquirer and PAC to return to me / us, share certificate(s) / Equity Shares in respect of which the Offer is not found valid / not accepted without specifying the reasons thereof.

I / We authorize the Acquirer and / or the PAC to split / consolidate the share certificates comprising the Equity Shares that are not acquired to be returned to me / us and for the aforesaid purposes the Acquirer and / or the PAC are hereby authorized to do all such things and execute such documents as may be found necessary and expedient for the purpose.

I/We note and understand that for Equity Shares accepted under the Offer, the funds received from Buying Member(s) by the Clearing Corporation will be released to the Selling Member(s) as per secondary market pay out mechanism

PUBLIC SHAREHOLDERS ARE REQUESTED TO NOTE THAT THE FORM OF ACCEPTANCE-CUM-ACKNOWLEDGEMENT / EQUITY SHARES THAT ARE RECEIVED BY THE REGISTRAR AFTER THE CLOSE OF TWO DAYS POST THE CLOSURE OF THE TENDERING PERIOD i.e. MAY 9, 2017 SHALL NOT BE ACCEPTED UNDER ANY CIRCUMSTANCES AND HENCE ARE LIABLE TO BE REJECTED.

For all Public Shareholders

I / We, confirm that our residential status for the purposes of tax is:

Resident Non-resident, if yes please state country of tax residency: _____

I / We, confirm that our status is:

<input type="checkbox"/> Individual	<input type="checkbox"/> Company	<input type="checkbox"/> FII / FPI Corporate	<input type="checkbox"/> FII / FPI - Others	<input type="checkbox"/> QFI	<input type="checkbox"/> FVCI
<input type="checkbox"/> Partnership / Proprietorship firm / LLP	<input type="checkbox"/> Pension / Provident Fund	<input type="checkbox"/> Foreign Trust	<input type="checkbox"/> NRIs / PIOs - repatriable	<input type="checkbox"/> NRIs / PIOs - non-repatriable	<input type="checkbox"/> Insurance Company

OCB

Domestic
Trust

Banks

Association of
person / Body of
individual

Any other -
please specify

I / We, have enclosed the following documents:

- Self-attested copy of PAN card
 No objection certificate / Tax clearance certificate from income tax authorities for deduction of tax at lower rate, wherever applicable
 Duly attested power of attorney if any person apart from the Public Shareholder has signed the application form and / or share transfer form(s)
 Corporate authorization in case of Companies along with Board Resolution and Specimen Signatures of Authorised Signatories
 Death Certificate / Succession Certificate if the original Public Shareholder is deceased

Additional confirmations and enclosures for Resident Public Shareholders

I / We, have enclosed the following documents:

- Self-declaration form in Form 15G / Form 15H, if applicable to be obtained in duplicate copy (applicable only for interest payment, if any)
 Self-attested copy of PAN card
 Self-attested declaration in respect of residential status, status of Public Shareholders (e.g. individual, firm, company, trust, or any other - please specify)
 No objection certificate / Tax clearance certificate from income tax authorities for deduction of tax at lower rate (applicable only for interest payment, if any)
 For Mutual funds / Banks / Notified Institutions under Section 194A(3)(iii) of the Income Tax Act, 1961, copy of relevant registration or notification (applicable only for interest payment, if any)

*(Note: All Resident Public Shareholders are advised to refer to **Part VIII - Tax Provisions** of the Letter of Offer regarding important disclosures on taxation of the consideration to be received by them)*

Additional confirmations and enclosures for FII / FPI Public Shareholders

I / We, confirm that the Equity Shares of the Target Company are held by me / us on (select whichever is applicable):

- Investment / Capital Account and income arising from sale of shares is in the nature of capital gain Trade Account and the income arising from sale of shares is in the nature of business income Any other (please specify) _____

(Note: In case the Equity Shares are held on trade account, kindly enclose a certificate obtained from Indian tax authorities under section 195(3) or 197 of the Income Tax Act, 1961, specifying the rate at which tax shall be deducted. In the absence of such a certificate tax will be deducted at the maximum marginal rate, applicable to the category to which such FII / FPI belongs, on the entire consideration payable)

Declaration for treaty benefits (please the box if applicable):

I / We confirm that I / we am / are tax resident/s of _____ having Tax identification number / Unique number provided by the Government as _____ and satisfy all conditions to claim benefits under DTAA entered into by India and the country of which I am / we are tax resident/s.

(Note: If this box is not ticked, tax will be deducted without considering treaty benefits at the maximum marginal rate applicable to the category to which such FII / FPI belongs)

In order to avail benefit of lower rate of tax deduction under the DTAA, if any, kindly enclose a tax residence certificate stating that you are a tax resident of your country of residence / incorporation and that you do not have a permanent establishment in India in terms of the DTAA entered into between India and your country of residence, along with Form 10F as prescribed in terms of Section 90(5) of the Income Tax Act, 1961. In case there is a permanent establishment in India, kindly enclose a certificate from Indian tax authorities, specifying the rate of tax to be deducted failing which tax will be deducted at the maximum marginal rate.

I / We, have enclosed self-attested copies of the following documents:

- SEBI Registration Certificate for FIIs / FPI Self-attested copy of PAN card
 RBI approval for acquiring Equity Shares of Shiva Cement Limited tendered herein, if applicable
 Self-declaration for no permanent establishment in India or no business connection in India
 Tax residency certificate from Government of the Country or Specified Territory of which you are tax resident
 No objection certificate / Tax clearance certificate from income tax authorities, for deduction of tax at a lower rate / NIL rate on income from sale of shares and interest income, if any, wherever applicable
 Form 10F as prescribed in terms of Section 90(5) of the Income Tax Act, 1961 (also refer to **Part VIII - Tax Provisions** of the Letter of Offer)
 Other documents and information as mentioned in **Part VIII - Tax Provisions** of the Letter of Offer.

FII / FPI Certificate (self-attested declaration certifying the nature of income arising from the sale of Equity Shares, whether capital gains)

Additional confirmations and enclosures for other Non-resident Public Shareholders (except FIIs / FPI)

I / We, confirm that the Equity Shares tendered by me / us are held on (select whichever is applicable):

Repatriable basis Non-repatriable basis

I / We, confirm that the tax deduction on account of Equity Shares of Target Company held by me / us is to be deducted on:

Long-term capital gains (Equity Shares are held by me / us for more than 12 (twelve) months)
 Short-term capital gains (Equity Shares are held by me / us for 12 (twelve) months or less)
 Trade Account Any other (please specify) _____

(Note: For determination of the nature and period of holding, kindly enclose a proof for date of purchase such as demat account statement or brokers note. In case the Equity Shares are held on trade account, kindly enclose a certificate obtained from Indian tax authorities under section 195(3) or 197 of the Income Tax Act, 1961, specifying the rate at which tax shall be deducted. In the absence of such a certificate tax will be deducted at the applicable tax rate, applicable to the category to which such non-resident shareholders other than FII / FPI belongs, on the entire consideration payable)

Declaration for treaty benefits (please if applicable):

I / We confirm that I / we is / are tax resident/s of _____ having Tax identification number / Unique number provided by the Government as _____ and satisfy all conditions to claim benefits under DTAA entered into by India and the country of which I am / we are tax resident/s.

(Note: If this box is not ticked, tax will be deducted without considering treaty benefits at the maximum marginal rate applicable to the category to which such Public Shareholder belongs.)

In order to avail benefit of lower rate of tax deduction under the DTAA, if any, kindly enclose a tax residence certificate stating that you are a tax resident of your country of residence / incorporation and that you do not have a permanent establishment in India in terms of the DTAA entered into between India and your country of residence, along with such other documents and information as prescribed in terms of Section 90(5) of the Income Tax Act, 1961. In case there is a permanent establishment in India, kindly enclose a certificate from Indian tax authorities, specifying the rate of tax to be deducted failing which tax will be deducted at the applicable tax rate.

I / We, have enclosed the following documents (select whichever is applicable):

- Self-declaration for no permanent establishment in India or no business connection in India
- Self-attested copy of PAN card
- Tax Residency Certificate from Government of the Country or Specified Territory of which you are tax resident
- No objection certificate / Tax clearance certificate from income tax authorities, for deduction of tax at a lower rate / NIL rate on income from sale of shares and interest income, if any, wherever applicable
- Copy of RBI / FIPB approval, if any, for acquiring Equity Shares of Target Company hereby tendered in the Offer and RBI approval evidencing the nature of shareholding, i.e. repatriable or non-repatriable basis, if applicable
- Proof for period of holding of Equity shares such as demat account statement or brokers note
- Such other documents and information as prescribed in terms of Section 90(5) of the Income Tax Act, 1961 (also refer **Part VIII - Tax Provisions** of the Letter of Offer)
- Other documents and information as mentioned *under Part VIII - Tax Provisions* of the Letter of Offer.
- Copy of RBI approval for OCBs tendering their Equity Shares in the Offer. Also mention the source of funds for initial acquisition of Equity Shares and the nature of the holding of Equity Shares (repatriable / non-repatriable basis).
- Copy of RBI approval (For NRI Public Shareholders tendering their Equity Shares in the Offer held on a non-repatriable basis) if any, permitting consideration to be credited to a NRE bank account

Yours faithfully,

Signed and Delivered,

	Full name(s) of the holder	PAN	Signature(s)
First / Sole Holder			
Joint Holder 1			
Joint Holder 2			

Joint Holder 3			
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Note: In case of joint holdings, all holders must sign. In case of body corporate, the company seal should be affixed and necessary Board resolutions should be attached.

Place: _____ Date: _____

-----Tear along this line -----

Acknowledgement Slip (To be filled in by the Public Shareholder)

Shiva Cement Limited - Open Offer

Sr. No. _____

Received from Mr. / Ms. / M/s. _____

Address _____

Kindly confirm if the above is the same as the address in the country of residence:

Yes No

If no, please provide the address in the country of residence:

Physical shares: Folio No. _____ Client ID: _____

Form of Acceptance-cum-Acknowledgement along with (Please put tick mark in the box whichever is applicable):

- TRS No. _____
- Physical shares: No. of shares _____; No. of certificates enclosed _____; Share Transfer Form
- Other documents, specify: _____

Stamp of Registrar to the Offer

Date of Receipt _____ Signature of Official _____

All future correspondence, if any, should be addressed to the Registrar to the Offer at the following address:

Karvy Computershare Private Limited

Karvy Selenium, Tower B, Plot Nos. 31-32 Gachibowli

Financial District Nanakramguda

Hyderabad – 500 032

Tel: +91 (40) 6716 2222

Fax: +91 (40) 2343 1551

Toll Free No. 1-800-345-4001

Contact Person: Mr. M.Muralikrishna / R Williams

Email: scl.openoffer@karvy.com