

EXIT OFFER PUBLIC ANNOUNCEMENT TO THE EQUITY SHAREHOLDERS OF
CHETTINAD CEMENT CORPORATION LIMITED

(Registered Office: "Rani Seethai Hall Building", No. 603, Anna Salai, Chennai - 600 006, India
 Tel No.: +91 44 2829 2727, Fax No.: +91 44 2829 1558, Website: www.chettinad.com)

THIS ADVERTISEMENT ("ADVERTISEMENT") IS BEING ISSUED BY CHETTINAD CEMENT CORPORATION LIMITED (THE "COMPANY") AND CHETTINAD HOLDINGS PRIVATE LIMITED (THE "PROMOTER" OR THE "ACQUIRER") TO PROVIDE THE RESIDUAL SHAREHOLDERS OF THE COMPANY AN EXIT OPPORTUNITY IN ACCORDANCE WITH REGULATION 21 OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (DELISTING OF EQUITY SHARES) REGULATIONS, 2009 ("DELISTING REGULATIONS"). THIS ADVERTISEMENT IS IN CONTINUATION TO AND SHOULD BE READ IN CONJUNCTION WITH THE PUBLIC ANNOUNCEMENT PUBLISHED ON FEBRUARY 23, 2013 ("ORIGINAL PA") AND THE OFFER LETTER DATED MARCH 1, 2013 ("OFFER LETTER") AND THE POST OFFER PUBLIC ANNOUNCEMENT PUBLISHED ON MARCH 25, 2013 ("POST OFFER PA") IN ACCORDANCE WITH REGULATION 18 OF THE DELISTING REGULATIONS.

CAPITALIZED TERMS USED BUT NOT DEFINED IN THIS ADVERTISEMENT SHALL HAVE THE SAME MEANING ASSIGNED TO THEM AS IN THE ORIGINAL PA AND THE OFFER LETTER OR THE EXIT OFFER LETTER (AS DEFINED BELOW).

1. INTIMATION OF DATE OF DELISTING

Following the closure of the Delisting Offer and in accordance with the Delisting Regulations, the Company applied for the delisting of its equity shares from the National Stock Exchange of India Limited ("NSE") and the Madras Stock Exchange ("MSE") on April 9, 2013 and made an application for withdrawal for permitted to trade status from Bombay Stock Exchange Limited ("BSE") on May 15, 2013.

NSE, vide its notice no. 393/2013 dated May 17, 2013 has communicated that trading in the Equity Shares of the Company will be suspended from trading with effect from May 31, 2013 and the equity shares of the Company will be delisted from NSE records with effect from June 7, 2013 (the "Date of Delisting"). MSE, vide its letter no. MSE/LD/PSK/738/140/13 dated May 24, 2013 has communicated that the equity shares of the Company will be delisted with effect from June 7, 2013 (the "Date of Delisting"). BSE, vide its notice no. 20130527-6 dated May 27, 2013 has communicated that the trading in the equity shares of the Company will be discontinued with effect from May 31, 2013.

Delisting of the equity shares of the Company means that the equity shares of the Company cannot and will not be traded on the NSE, MSE and BSE.

2. OUTSTANDING EQUITY SHARES AFTER DELISTING

In accordance with regulation 21(1) of the Delisting Regulations, and as announced earlier in the Post Offer PA, the remaining Public Shareholders of the Company who did not or were not able to participate in the reverse book building process ("RBB") or who unsuccessfully tendered their equity shares in RBB process will be able to offer their Equity Shares to the Promoter at the price of ₹ 720/- per equity share ("Exit Price") for a period of one year starting from the Date of Delisting i.e. from June 7, 2013 to June 6, 2014 ("Exit Period").

The offer letter (the "Exit Offer Letter") in this regard shall be dispatched to the remaining Public Shareholders whose names appear in the register of members of the Company as on May 31, 2013. In the event of any Shareholder not receiving, or misplacing their Exit Offer Letter, they may obtain a copy by writing to the Registrar to the Offer, Integrated Enterprises (India) Limited, II Floor, Kences Towers, No 1, Ramakrishna Street, North Usman Road, T Nagar, Chennai - 600017 clearly marking the envelope "CHETTINAD CEMENT DELISTING - EXIT OFFER" or soft copy of the application form may be downloaded from the website of the Registrar to the Offer i.e. www.integratedindia.in.

3. PAYMENT OF CONSIDERATION TO RESIDUAL SHAREHOLDERS

Subject to any regulatory approvals as may be required, the Promoter intends to make payments on a monthly basis, within 10 working days of the end of the relevant calendar month ("Monthly Payment Cycle"). Payments will be made only to those Shareholders who have validly tendered their Equity Shares, by following the instructions laid out in the Exit Offer Letter and the enclosed application form (the "Exit Application Form"). The first Monthly Payment Cycle shall commence for shares validly tendered upto June 30, 2013. In respect of shares validly tendered in the first payment cycle, the payment shall be made within 10 working days from June 30, 2013.

The Acquirer will inform the Residual Shareholders by way of a public announcement of any changes to the information set out in this public announcement or the Letter of Offer.

All queries may be directed to the Registrar to the Offer or the Manager to the Offer.

MANAGER TO THE DELISTING OFFER	REGISTRAR TO THE DELISTING OFFER
 ICICI Securities Limited ICICI Centre, H. T. Parekh Marg, Churchgate, Mumbai - 400020, India Tel: +91 22 2288 2460, Fax: +91 22 2282 6580 Email: chettinad.delisting@icicisecurities.com Contact Person: Mr. Vishal Kanjani / Ms. Neha Verma SEBI Registration No.: INM00011179	 Integrated since 1974 Investments Simplified Integrated Enterprises (India) Limited 2 nd Floor, Kences Towers, 1, Ramakrishna Street, North Usman Road, T. Nagar, Chennai - 600 017, India. Tel: +91 44 2814 0801-0803, Fax: +91 44 2814 2479 Email: corpserv@integratedindia.in Contact Person: Mr. K Balasubramanian SEBI Registration No.: INR000000544

This public announcement is issued on behalf of the Acquirer and the Company.

Signed for and on behalf of Chettinad Holdings Private Limited

Sd/-
 Mr. V. Chandramouleeswaran
 Director

Sd/-
 Mr. B. Penganathan
 Director

Sd/-
 Mr. SPK. Chidambaram
 Director

Signed on behalf of the Company
 Sd/-
 S. Hariharan
 Company Secretary

Date: May 27, 2013