

**OFFER OPENING PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF EQUITY SHAREHOLDERS OF
SVC RESOURCES LIMITED**

Registered Office: 3, Prime Rose, Near Airtel Gallery, Lokhandwala Complex, Andheri (W), Mumbai - 400053

CIN: L10100MH1976PLC018861, Tel. No. 91-9867849564,

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Open Offer for Acquisition of 28,620,218 Equity Shares from the Shareholders of
M/s SVC Resources Limited by M/s Lorgan Lifestyle Limited

This Advertisement is being issued by **Corporate Professionals Capital Private Limited**, on behalf of **Lorgan Lifestyle Limited** pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in respect of the open offer to acquire shares of **SVC Resources Limited ("SVC"/"Target Company")**. The Detailed Public Statement with respect to the aforementioned offer was made on January 16, 2014 in Financial Express (English) (All Editions), Jansatta (Hindi) (All Editions) and Punyanagari (Marathi) newspapers.

1. Offer Price: Rs. 2.50/- per fully paid up equity share of the Target Company.
2. The Committee of Independent Directors (IDC) recommends that the Offer Price being in compliance with the applicable regulations can be considered as fair and reasonable. The recommendation of IDC was published in the abovementioned newspaper on May 29, 2014, Thursday.
3. This is not a competing offer.
4. Letter of Offer has been dispatched to all the equity shareholders of SVC whose names appear in its Register of Members on August 14, 2014, Thursday, the Identified Date.
5. The LoF along with the Form of Acceptance cum Acknowledgement is also available on SEBI's website, www.sebi.gov.in, and the website of Manager to the Offer, www.corporateprofessionals.com and shareholders can also apply by downloading such forms from the website. Further, in case of non-receipt/non-availability of the Form of Acceptance, the application can be made on plain paper along with the following details:
 - a. In case of physical shares: Name, address, distinctive numbers, folio nos., number of shares tendered together with the original Equity Share certificate(s), valid transfer deeds with the details of the buyer kept blank.
 - b. In case of dematerialized shares: Name, address, number of shares tendered, DP name, DP ID, Beneficiary account no. and a photocopy of delivery instruction in "off market" mode or counterfoil of the delivery instruction in "off market" mode, duly acknowledged by the DP.

DP Name	Gogia Capital Services Limited	Depository	National Securities Depository Limited ("NSDL")
DP ID	IN300589	Client ID	10229625
Account Name	"SVCRL - Open Offer - MAS Escrow "		

Shareholders having their beneficiary account in Central Depository Services (India) Limited ("CDSL") shall use the inter-depository delivery instruction slip for the purpose of crediting their shares in favor of the Special Depository Account with NSDL.

6. As directed by SEBI vide letter dated June 06, 2014 the offer size is revised to 28,620,218 (Two Crores Eighty Six Lakhs Twenty Thousand Two Hundred and Eighteen) Equity Shares of face value of Re. 1 each representing 26% of equity share capital of the Target Company including the irregular allotments made on May 08, 2013 and August 5, 2013 (i.e. 110,077,759 Equity Shares of face value of Re. 1 each).
7. The entire management of the Target Company has been changed pursuant to CLB order dated April 4, 2014 and now the Target Company is managed by the Directors appointed pursuant to Bombay High Court Order dated January 9, 2014, Members Resolution passed in EGM dated January 11, 2014, Court appointed Observers' Report dated January 15, 2014 and CLB Order dated April 4, 2014.

8. Schedule of Activities

Activity	Original		Revised	
	Date	Day	Date	Day
Date of Public Announcement	January 08, 2014	Wednesday	January 08, 2014	Wednesday
Detailed Public Statement	January 16, 2014	Thursday	January 16, 2014	Thursday
Filing of draft Letter of Offer with SEBI	January 23, 2014	Thursday	January 23, 2014	Thursday
Last date for a competing offer	February 06, 2014	Thursday	February 06, 2014	Thursday
Identified Date*	February 25, 2014	Tuesday	August 14, 2014	Thursday
Date by which Letter of Offer will be dispatched to the shareholders	March 05, 2014	Wednesday	August 28, 2014	Thursday
Upward Revision in Offer	March 06, 2014	Thursday	August 26, 2014	Tuesday
Comments on the Offer by a Committee of Independent Directors constituted by the BODs of the Target Company	On or before March 09, 2014	On or before Sunday	May 29, 2014	Thursday
Date of Commencement of tendering period	March 12, 2014	Wednesday	September 02, 2014	Tuesday
Date of Closure of tendering period	March 26, 2014	Wednesday	September 15, 2014	Monday
Date by which the rejection/ acceptance would be intimated and the corresponding payment for the acquired shares and/or the share certificate for the rejected shares will be dispatched	April 11, 2014	Friday	September 29, 2014	Monday
Date by which the underlying transaction which triggered open offer will be completed	NA	NA	NA	NA

* Identified Date is only for the purpose of determining the names of the shareholders of the Target Company to whom the Letter of Offer would be sent.

Capitalized terms used in this announcement, but not defined, shall have the same meaning assigned to them in the PA, DPS and the LoF.

MANAGER TO THE OFFER



CORPORATE PROFESSIONALS CAPITAL PRIVATE LIMITED

CIN: U74899DL2000PTC104508

D-28, South Extn., Part-I, New Delhi - 110049

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SEBI Regn. No: INM000011435

On behalf of Lorgan Lifestyle Limited (Acquirer)

Place: New Delhi

Date: August 29, 2014