

OFFER OPENING PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS OF SADHNA BROADCAST LIMITED

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This Advertisement is being issued by Corporate CapitalVentures Private Limited, the Manager to the Offer ("Manager to the Offer"/ "Manager"), on behalf of Sadhna Media Private Limited ("Acquirer 1"), Ms. Tajinder Kaur ("Acquirer 2"), Mr. Saurabh Gupta ("Acquirer 3"), Mr. Gaurav Gupta ("Acquirer 4") and Ms. Pooja Aggarwal ("Acquirer 5") (hereinafter collectively referred to as the "Acquirers"), pursuant to Regulation 18(7) the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and subsequent amendments thereto, if any ("SEBI (SAST) Regulations") in respect of the Open Offer (the "Offer") to acquire upto 2606902 (Twenty Six Lakh Six Thousand Nine Hundred and Two) Fully Paid up Equity Shares of the face value of Rs. 10/- each ("Offer Shares"), representing 26% of the total Equity Share Capital of Sadhna Broadcast Limited (the "Target Company"). The Detailed Public Statement ("DPS") with respect to the aforementioned offer was published in all editions of the Financial Express (English) and Jansatta (Hindi) and in Prahar (Marathi) at Mumbai (being the place where the Stock Exchange is situated) on January 03, 2017.

- The Offer Price is Rs. 9/- (Rupee Nine Only) per Equity Share. There has been no revision in the Offer Price.
- The Committee of Independent Directors (hereinafter referred to as "IDC") of the Target Company recommended that the Offer Price of Rs. 9 per Equity Share is fair and reasonable. The recommendation of the IDC was published on April 06, 2017 in all editions of the Financial Express (English) and Jansatta (Hindi) and in Prahar (Marathi) at Mumbai (being the place where the Stock Exchange is situated).
- The Offer is not a competing offer in terms of Regulation 20 of the SEBI (SAST) Regulations. Further, there has been no competitive bid to this Offer.
- The Letter of Offer (including Form of Acceptance cum acknowledgement) (hereinafter collectively referred to as "Letter of Offer") dated March 27, 2017 was dispatched, through Registered Post, to all the Equity Shareholders, except the Acquirers and Seller, by March 31, 2017.
- The Letter of Offer is also available on SEBI's website (<http://www.sebi.gov.in>) and is available on the Manager to Offer's website (www.ccvindia.com) and the Shareholders can also apply by downloading the form of acceptance from the websites as mentioned above. 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:
 - In case of Equity Shares held in physical form:** Eligible Person(s) may participate in the Offer by confirming their consent to participate in this Offer on the terms and conditions as set out in the PA, DPS and Letter of Offer. They have to deliver Physical Share Certificates and other relevant documents along with the TRS to the Registrar to the Offer by registered post or courier or hand delivery so as to reach to the Registrar within two (2) days from the Closing of the Offer.
 - In Case of Equity Shares held in dematerialized form:** Eligible Person(s) may participate in the Offer by approaching their respective Selling Broker and tender Shares in the Open Offer as per the procedure along with other details.
- All the changes to Draft Letter of Offer, as suggested by SEBI vide their letter no. CFD/DCR1/OW/P/6161/1/2017 dated March 21, 2017 in terms of Regulation 16(4) of the SEBI (SAST) Regulations, 2011 have been duly incorporated in the Letter of Offer.
- There have been no other material changes in relation to the Offer, since the date of the Public Announcement on December 27, 2016, save as otherwise disclosed in the DPS and the Letter of Offer.
- As of the date of this Offer Opening Public Announcement, no statutory approvals required by the Acquirers to complete the Offer. However, in case of any statutory approvals being required by the Acquirers at a later date before the closure of the Tendering Period, the Offer shall be subject to all such statutory approvals and the Acquirers shall make the necessary applications for such approvals.
- Schedule of Activities

Nature of Activity	Day and Date
Date of the Public Announcement	Tuesday, December 27, 2016
Date of publication of the Detailed Public Statement	Tuesday, January 03, 2017
Identified Date*	Friday, March 24, 2017
Last date for a Competing Offer	Tuesday, January 24, 2017
Date when Letter of Offer were dispatched	Friday, March 31, 2017
Date of commencement of tendering period	Tuesday, April 11, 2017
Date of closure of tendering period	Tuesday, April 25, 2017
Date by which all requirements including payment of consideration would be completed	Thursday, May 11, 2017

*Identified Date is only for the purpose of determining the names of the shareholders as on such date to whom the Letter of Offer would be sent. All owners (registered or unregistered) of Equity Shares of the Target Company (except the Acquirers and Seller) are eligible to participate in the Offer any time before the closure of the Offer.

Capitalised terms used but not defined in this Advertisement shall have the meanings assigned to such terms in the PA and/or DPS and/or Corrigendum to DPS and/or Letter of Offer.

The Acquirers accept full responsibility for the information contained in this Advertisement and also for the obligations of the Acquirers as laid down in the SEBI (SAST) Regulations.

Issued by Manager to the Offer



Corporate Capital Ventures

CORPORATE CAPITALVENTURES PRIVATE LIMITED

SEBI Regn. No.: MB/INM000012276

Regd. Off.: 160 (Basement), Vinoba Puri, Lajpat Nagar -II New Delhi- 110024

Contact Person: Mr. Kulbhushan Parashar

E-mail: info@ccvindia.com, Website: www.ccvindia.com

For and on behalf of the Acquirers

For and on behalf of Sadhna Media Private Limited

(POOJAAGGARWAL)
Authorised Signatory

(TAJINDER KAUR)

(SAURABH GUPTA)

(GAURAV GUPTA)

(POOJAAGGARWAL)

Place: New Delhi
Date: April 07, 2017