

OFFER OPENING PUBLIC ANNOUNCEMENT NEW MARKETS ADVISORY LTD ("NMAL" or "Target Company")

a company incorporated under the Companies Act, 1956 having its registered office at
71, Laxmi Building, 4th Floor, P. M. Road, Fort, Mumbai - 400001,
Tel No : 022-22618452/022-22661541, Fax No : 022-22618327 and
Email : newmarkets@ymail.com

This Advertisement is being issued by Intensive Fiscal Services Pvt. Ltd. (hereinafter referred to as "Manager to the Offer") on behalf of Mohammed Fasihuddin (hereinafter referred to as "Acquirer") pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as "SEBI (SAST) Regulations, 2011" or "Regulations") in respect of the open offer to acquire up to 3,22,400 fully paid up equity shares of Rs. 10/- each of New Markets Advisory Ltd constituting 26% of the total paid up equity share capital/voting rights of the Target Company. The Detailed Public Statement (DPS) with respect to the aforementioned offer was made on April 07, 2014 in The Financial Express (English-All Edition), Jansatta (Hindi-All Edition) and Mumbai Lakshadeep (Marathi-Mumbai Edition).

1. The offer is being made at a price of Rs. 13/- (Rupees Thirteen Only) per fully paid up equity share of Rs. 10/- each payable in cash.
2. A Committee of Independent Directors (hereinafter referred to as "IDC") of the Target Company recommends acceptance of the open offer price of Rs. 13/- per fully paid up equity shares is fair and reasonable based on the following reasons:
 - i. The Offer price appears to be reasonable considering that there is no major business activities in the Target Company.
 - ii. Valuation report on the fair value of equity shares of the Target Company vide dated April 07, 2014 issued by A.W. Ketkar & Co., Chartered Accountants signed by Proprietor, CAA.W. Ketkar Membership no 012287 has applied the valuation methodology prescribed by the Honorable Supreme Court of India in the case of Hindustan Lever Employees Union vs. Hindustan Lever Limited, 1995 (83 Com. Case 30). Considering aforesaid valuation methodology, the fair value of equity shares is Rs. 5.60/-
 - iii. The offer price of Rs. 13/- per fully paid up equity share offered by the Acquirer is higher than the price paid to outgoing promoters who sold their holdings via SPA at Rs. 11/- per fully paid up equity share.
 - iv. The equity shares of the Target Company are infrequently traded within the meaning of explanation provided in Regulation 2(j) of SEBI (SAST) Regulations, 2011.
 - v. Looking to the past trend, it is being observed that trading by general public is limited which restrains exit to investor to the Market. This Open offer will provide an exit opportunity to the existing investors/shareholders.

The recommendation of IDC was published on June 10, 2014 in the same newspapers where Detailed Public Statement was published.

3. There has been no Competitive bid to this offer.
4. The Letter of offer had been sent to all the shareholders of the Target Company on June 06, 2014.
5. Please note that a copy of the Letter of Offer (including Form of Acceptance cum acknowledgement) will also be available on SEBI's website (<http://www.sebi.gov.in>) during the offer period 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(s) & address(es) of the first holder or joint holder(s) if any, number of shares held, number of shares offered, distinctive numbers, folio number, original share certificate(s), valid share transfer form(s). In case of unregistered shareholders, along with the above document, broker contract note would also be required & details of the Acquirer to be kept blank, failing which; the same will be invalid under the Offer.
 - b. In case of dematerialized Shares: Name, address, number of equity shares held, number of equity shares tendered, DP Name, DP ID, beneficiary account no. and a photocopy or counterfoil of the delivery instructions in "Off-Market" mode duly acknowledged by the DP in favour of Special Depository Account:
A special depository account has been opened, details thereof are as under:

Depository Name	Central Depository Services (India) Limited (CDSL)
DP Name	R R S Shares & Stock Brokers Pvt. Ltd.
Account Name	PSIPL Escrow A/c New Market Open Offer
DP ID Number	12029000
Beneficiary Account Number	00036601

Shareholders having their beneficiary account with National Securities Depository Limited (NSDL) have to use Inter depository delivery instruction slip for the purpose of crediting their shares in favour of the Special Depository Account with CDSL.

6. In terms of Regulation 16 (1) of the SEBI (SAST) Regulations, 2011, the Draft Letter of Offer was submitted to SEBI on June 6, 2014. The final observation was received in terms of Regulation 16 (4) of the SEBI (SAST) Regulations from SEBI vide its letter no CFD/DCR/OW/15294/2014 dated May 28, 2014.
7. There are no material changes made from the date of the PA/DPS.
8. Schedule of Activities

Activity	Date	Day
Date of Public Announcement	March 28, 2014	Friday
Date of Detailed Public Statement	April 07, 2014	Monday
Last date for a Competitive Bid	May 02, 2014	Friday
Identified Date	May 30, 2014	Friday
Date on which Letter of Offer was dispatched to the shareholders	June 06, 2014	Friday
Date of opening of the Tendering Period	June 13, 2014	Friday
Date of closing of the Tendering Period	June 26, 2014	Thursday
Date by which the acceptance/ rejection would be intimated and the corresponding payment for the acquired shares and/or share certificate for the rejected shares will be dispatched	July 10, 2014	Thursday
Date by which the underlying transaction which triggered open offer will be completed	Latest by Five months from the completion of all the formalities relating to the Open Offer including filing of Final report by Merchant Banker to SEBI as per Regulation 27(7) of SEBI (SAST) Regulations, 2011.	

Issued by Manager to the Offer on behalf of the Acquirer:



INTENSIVE FISCAL SERVICES PRIVATE LIMITED

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Date: June 11, 2014

Place: Mumbai