

# INDIA RADIATORS LIMITED

Registered Office: No. 88, Mount Road, Guindy, Chennai-600032, Tamil Nadu, India  
Tel: +91 44 40432211; Email: [cs@indiaradiators.com](mailto:cs@indiaradiators.com), Website: [www.indiaradiators.com](http://www.indiaradiators.com);  
Corporate Identification Number: L27209TN1949PLC000963;

This Advertisement is being issued by, Saffron Capital Advisors Private Limited ("**Manager to the Offer**"), on behalf of, Mercantile Ventures Limited ("**Acquirer**") to acquire upto 2,34,000 (Two Lakh Thirty Four Thousand) Fully Paid-Up Equity Shares of ₹ 10/- each for cash at a price of ₹ 6/- (₹ 4.26/- in terms of regulation 8(2) of the SEBI (SAST) Regulations, 2011 and ₹ 1.74/- towards the interest @ 10% per annum for a period of 4 years for the delay in making an Open Offer) Per Equity Share Aggregating upto ₹ 14,04,000/- (Rupees Fourteen Lakh Four Thousand only) and the interest is payable only to the shareholders who were shareholders at the time of the trigger of the Open Offer and continue to be remain as shareholders as on the date of the Public Announcement, to the Public Shareholders of India Radiators Limited ("**Target Company**") Pursuant to and in Compliance with the Requirements of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended ("SEBI (SAST) Regulations, 2011") ("**Offer**" Or "**Open Offer**").

## **Kind Attention- Physical Shareholders of India Radiators Limited**

Eligible Shareholders holding Equity Shares in physical form and who have not received the physical copy of Letter of Offer ("**LOF**") for any reason whatsoever, may send request to Registrar & Transfer Agent to the Open Offer, Cameo Corporate Services Limited at [priya@cameoindia.com](mailto:priya@cameoindia.com) and avail soft copy of the LOF. Alternatively, Eligible Shareholders may also download the soft copy of LOF from the website of SEBI's website [www.sebi.gov.in](http://www.sebi.gov.in) or Manager to the Offer, [www.saffronadvisor.com](http://www.saffronadvisor.com) or BSE, [www.bseindia.com](http://www.bseindia.com). Eligible Shareholders are required to refer to the Section titled "Procedure for Acceptance and Settlement of the Offer" at page 32 of the LOF in relation to inter alia the procedure for tendering their Equity Shares in the Open Offer and are required to adhere to and follow the procedure outlined therein.

Capitalised terms used but not defined in this Advertisement shall have the same meanings assigned to such terms in the Public Announcement and/or DPS and/or LOF and/or Corrigendum. The Acquirer accept full responsibility for the information contained in this Advertisement and also for the obligations of the Acquirer as laid down in SEBI (SAST) Regulations, 2011.

**ISSUED BY THE MANAGER TO THE OFFER  
ON BEHALF OF THE ACQUIRER**



### **Saffron Capital Advisors Private Limited**

605, Sixth Floor, Centre Point, Andheri-Kurla Road,  
J. B. Nagar, Andheri (East), Mumbai-400 059,  
Maharashtra, India. **Tel. No.:** +91 22 49730394;

**Email id:** [openoffers@saffronadvisor.com](mailto:openoffers@saffronadvisor.com)

**Website:** [www.saffronadvisor.com](http://www.saffronadvisor.com)

**Investor Grievance Id:**

[investorgrievance@saffronadvisor.com](mailto:investorgrievance@saffronadvisor.com)

**SEBI Registration Number:** INM000011211

**Validity:** Permanent

**Contact Person:** Satej Darde/ Narendra Kumar Gamini

**REGISTRAR TO THE OFFER**



### **Cameo Corporate Services Limited**

Subramanian Building, No.1,  
Club House Road, Chennai-600 002, Tamilnadu, India  
**Tel:** +91 44 4002 0700;

**Email id:** [priya@cameoindia.com](mailto:priya@cameoindia.com)

**Website:** [www.cameoindia.com](http://www.cameoindia.com)

**Investor grievance:** [investor@cameoindia.com](mailto:investor@cameoindia.com)

**SEBI Registration:** INR000003753

**Validity:** Permanent

**Contact Person:** Sreepriya. K