

Morgan Stanley

To,

08 December, 2017

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Kind Attn: Bhushan Mokashi, Amrin Memon and Sahil Chopra

Dear Sir / Madam,

Re: Open offer (the “Open Offer”) for acquisition of up to 6,61,190 (six lakh sixty one thousand one hundred and ninety) fully paid-up equity shares with a face value of INR 10 (Indian Rupees Ten) each, representing approximately 25.77% (twenty five point seventy seven percent) of the total equity share capital of Tasty Bite Eatables Limited by Effem Holdings Limited (the Acquirer) along with Mars Nederland BV, in its capacity as the person acting in concert with the Acquirer, under the provisions of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended (the “SEBI (SAST) Regulations”)

We, Morgan Stanley India Company Private Limited, as manager to the captioned Open Offer, under Regulation 18 (12) of SEBI (SAST) Regulations, are hereby enclosing a copy of the post offer advertisement.

The enclosed post offer advertisement has been published today, December 8, 2017, in the following newspapers:

Particulars	Language	Editions
Financial Express	English	All editions
Jansatta	Hindi	All editions
Lok Satta	Marathi	Mumbai edition
Lok Satta	Marathi	Pune edition

These are same newspapers in which the original details public statement dated August 23, 2017 and the corrigendum in relation thereto, dated November 7, 2017 was published.

Should you require any further information / clarifications on the same, please contact the following persons:

Name	Designation	Contact	Email ID
Seshanka Patukuri	Associate	+91-6118 1000	tastybite_openoffer@morganstanley.com

Morgan Stanley

We request you to acknowledge receipt of the same.

Thanking you,

For Morgan Stanley India Company Private Limited	
Name: Sharshank More	
Designation: Vice President	
Sharshank More	

Encl.: Post Offer Advertisement Hardcopy and CD

Post Offer Advertisement Under Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Open Offer (the "Offer") for Acquisition of 6,61,190 Equity Shares from Shareholders of Tasty Bite Eatables Limited (the "Target Company") by Effem Holdings Limited (the "Acquirer") along with Mars Nederland BV (the "PAC")

TASTY BITE EATABLES LIMITED

Registered Office: 201-202, Mayfair Towers, Wakdewadi, Shivajinagar, Pune, Maharashtra, 411005
Tel: +91 020 3021 6000; Fax: +91 020 3021 6048; Website: <http://www.tastybite.co.in>

This Post Offer Advertisement is being issued by Morgan Stanley India Company Private Limited, the manager to the Offer (Manager) on behalf of the Acquirer, along with the PAC in compliance with Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011. The Detailed Public Statement with respect to the Offer was made on August 23, 2017 in Financial Express (English), Jansatta (Hindi), Loksatta, Mumbai edition (Marathi) and Loksatta, Pune edition (Marathi) and a corrigendum to the Detailed Public Statement, was published on November 7, 2017 in the same newspapers where the Detailed Public Statement was published.

Unless otherwise specified, capitalised terms used but not defined in this Post-Offer Advertisement have the meaning assigned to them in the Letter of Offer dated November 7, 2017.

1. Name of the Target Company : Tasty Bite Eatables Limited
2. Name of the Acquirer(s) and PAC : Effem Holdings Limited (Acquirer) and Mars Nederland BV (PAC)
3. Name of the Manager to the Offer : Morgan Stanley India Company Private Limited
4. Name of the Registrar to the Offer : Karvy Computershare Private Limited
5. Offer details :
 - a. Date of opening of the Offer : 17 November 2017
 - b. Date of closure of the Offer : 30 November 2017
6. Date of payment of consideration : Not Applicable (as no Equity Shares were tendered by any Eligible Public Shareholder, pursuant to the Offer)
7. Details of acquisition :

Sl. No.	Particulars	Proposed in the DPS and Letter of Offer	Actuals	
7.1	Offer Price (per Equity Share)	INR 5,323.87	INR 5,323,87	
7.2	Aggregate number of shares tendered	6,61,190*	0	
7.3	Aggregate number of shares accepted	6,61,190*	0	
7.4	Size of the Offer (Number of Equity Shares multiplied by Offer Price per Equity Share)	INR 352,00,89,605.30	INR 0	
7.5	Shareholding of the Acquirer before agreements/Public Announcement (No. & %)	NIL	NIL	
7.6	Shares Acquired by way of agreements <ul style="list-style-type: none"> • Number • % of Fully Diluted Equity Share Capital 	300 0.01% [#]	300 0.01% [#]	
7.7	Shares Acquired by way of Open Offer <ul style="list-style-type: none"> • Number • % of Fully Diluted Equity Share Capital 	6,61,190* 25.77%*	0 0.0%	
7.8	Shares acquired after the Detailed Public Statement <ul style="list-style-type: none"> • Number of Equity Shares acquired • Price of the Equity Shares acquired • % of the Equity Shares acquired 	300 INR 3,778.65 0.01% [#]	300 INR 3,778.65 0.01% [#]	
7.9	Post Offer share-holding of the Acquirer <ul style="list-style-type: none"> • Number • % of fully diluted Equity Share Capital 	6,61,490* 25.78%*	300 0.01%	
7.10	Pre & Post Offer shareholding of the Public <ul style="list-style-type: none"> • Number • % of fully diluted Equity Share Capital 	Pre-Offer 6,61,190 25.77%	Post-Offer 0* 0%*	6,61,190 25.77%

^{*}Pursuant to the SPA, additionally, the Acquirer indirectly acquired 19,04,510 (nineteen lakh four thousand five hundred and ten) Equity Shares representing approximately 74.22% (seventy four point twenty two percent) of the Equity Share Capital of the Target Company.

[#]Assuming full acceptance of the Offer.

8. The Acquirer along with its directors and the PAC severally and jointly accept full responsibility for the information contained in this Post-Offer Advertisement and also for the obligations under the Securities & Exchange Board of India (Substantial Acquisition of Shares and Takeovers), 2011.
9. A copy of this Post-Offer Advertisement will be available on the websites of SEBI, BSE and NSE and the registered office of the Target Company.

Manager to the Offer	Registrar to the Offer
Morgan Stanley Morgan Stanley India Company Private Limited SEBI Registration Number: INM00011203 Address: 18F, Tower 2, One Indiabulls Centre, 841, Senapati Bapat Marg, Mumbai 400013, India Contact Person: Seshanka Palukuri Tel: +91 (0) 22 6118 1000; Fax: +91 (0) 22 6118 1040 E-mail: tastybite_openoffer@morganstanley.com Website: https://www.morganstanley.com/about-us/global-offices/india	 Karvy Computershare Private Limited SEBI Registration Number: INR000000221 Address: Karvy Selenium Tower B, Plot Number 31 and 32, Financial District, Gachibowli, Hyderabad, 500 032 Contact Person: M. Murali Krishna Tel: +91 (0) 40 6716 2222; Fax: +91 (0) 40 2343 1551 E-mail: murali.m@karvy.com ; thel.openoffer@karvy.com Website: https://www.karvycomputershare.com

Place: Mumbai

Date: 08 December 2017

For and on behalf of Effem Holdings Limited

signed

Name: Peter Seka and Alistair Mackworth Gee

Designation: Authorised Signatories

signed

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