

**EXIT OFFER PUBLIC ANNOUNCEMENT PURSUANT TO SECURITIES AND EXCHANGE BOARD OF INDIA ("SEBI") CIRCULAR NO. SEBI/HO/MRD/DSA/CIR/P/2016/110 DATED OCTOBER 10, 2016 ("EXIT CIRCULAR") FOR THE ATTENTION OF THE PUBLIC SHAREHOLDERS OF**

**M/s APPU IMPEX LIMITED**

CIN: U52110DL1985PLC020388  
 Registered Office: 1206, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi - 110001  
 Tel. No. : 011-43550617; Email : appuimpex@gmail.com

This Exit Offer Public Announcement ("Exit Offer PA") is being issued by M/s P C Media Systems Limited a company incorporated under the provisions of the Companies Act, 1956 and having its registered office at 1206, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi - 110001 ("Offering Promoter" or "Promoter"), promoter of M/s Appu Impex Limited ("Appu" or "the Company" or "the ELC") to provide exit opportunity to the Public Shareholders of Appu in terms of the Exit Circular.

Appu was listed on Delhi Stock Exchange Limited ("DSE"). Post the de-recognition of DSE by SEBI, Appu was shifted to the Dissemination Board ("DB") of BSE Limited ("BSE"). SEBI, vide the Exit Circular, has stipulated the procedure for exit of Exclusively Listed Companies ("ELCs") from the DB. In terms of clause (i) of Annexure A of the Exit Circular, the Offering Promoter has appointed **Turnaround Corporate Advisors Private Limited, a Category-I Merchant Banker registered with SEBI and empanelled as an Expert Valuer on the panel of BSE ("Independent Valuer")** for valuation of shares of Appu and related services. The Independent Valuer, after taking into account the applicable valuation methodologies, has issued its valuation report dated July 03, 2017 and determined the fair value of One Equity Share of Appu as Rs. 6.39 (Rupees Six and Paise Thirty Nine only). In view of the above, the Offering Promoter has decided to offer exit to the Public Shareholders of Appu at price of Rs. 6.39 (Rupees Six and Paise Thirty Nine only) per Equity Share (equivalent to the fair value per Equity Share as determined by the Independent Valuer) ["Offer Price"].

Further, SEBI vide its letter MRD/OW/DSA/2017/17463/1 dated July 25, 2017 communicated to the BSE and National Stock Exchange of India Limited ("NSE") ["SEBI Letter"], inter-alia, permitted that, public shareholders/investors who are willing to remain as shareholders of the Company and do not want an exit may be allowed to do so and the Designated Stock Exchange (in the present case BSE) may obtain an undertaking from the investors who do not want an exit, consequentially the exit obligation of the Promoters will be reduced accordingly.

In terms of above mentioned SEBI Letter, Public Shareholders who are willing to remain as shareholders of Appu and do not want an exit shall send an undertaking to this effect (in the format available at the website of BSE, [www.bseindia.com](http://www.bseindia.com) under the link [http://www.bseindia.com/investors/exercising\\_option.aspx?expandable=6](http://www.bseindia.com/investors/exercising_option.aspx?expandable=6)) either by Registered Post/Speed Post/Courier, at their own risk or by hand delivery at the registered office of Appu at 1206, Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi - 110001 within 15 days of publication of this Exit Offer PA i.e on or before the closure of business hours on Thursday, October 26, 2017.

Post the expiry of aforementioned 15 days period, the Offering Promoter will initiate the process of Exit Offer to those public shareholders who have not opted to continue as shareholders of Appu ("Remaining Public Shareholders"). Offering Promoter undertakes that Offer Letter containing the relevant details relating to Exit Offer including dates of Opening and Closing of Exit Offer, Offer Price, documents required to be submitted for participating in Exit Offer shall be sent to Remaining Public Shareholders for participating in the Exit Offer.

In accordance with the Exit Circular read with the Circulars/Notices issued by BSE Limited ("BSE Guidelines"), Offering Promoter will open an Escrow Account with Scheduled Commercial Bank and deposit an amount equivalent to more than the 100% of the Total Consideration (Offer Price \* Remaining Public Shareholders) payable under the Exit Offer at least one day before the dispatch of Exit Offer Letter.

**Shareholding Details:** As on the date of this Exit Offer PA, the paid up share capital of Appu is Rs. 282,090,000 consisting of 28,209,000 Equity Shares of Rs. 10 each. Out of these, Promoter Group holds 6,080,072 Equity Shares representing 21.55% of the Paid up Equity Share Capital and balance 22,128,928 Equity Shares representing 78.45% of the Paid up Equity Share Capital are held by the Public Shareholders. This Exit Offer PA is expected to be available at the website of BSE at [www.bseindia.com](http://www.bseindia.com) and at the website of Independent Valuer at [www.tcagroup.in](http://www.tcagroup.in).

For P C Media Systems Limited  
 [Offering Promoter/Promoter]  
 Sd/-  
 (Arvind Jain)  
 Director  
 DIN:07269033

Date : New Delhi  
 Place : October 10, 2017

redeemed at the applicable NAV as on that day.

For Kotak Mahindra Asset Management

Mumbai  
 October 10, 2017

Any queries / clarifications in this regard may be addressed to  
**Kotak Mahindra Asset Management Company Limited**  
 (Investment Manager for Kotak Mahindra Mutual Funds)  
 CIN: U65991MH1994PLC080009  
 6th Floor, Kotak Towers, Building No. 21, Infinity Park, Off. Western Express Highway, Goregaon - Mulund Link Road, Malad (East), Mumbai - 400033  
 Phone Number: 022 - 66056825 • Email: [mutual@kotak.com](mailto:mutual@kotak.com) • Website: [www.kotakmutual.com](http://www.kotakmutual.com)

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

**UNAUDITED FINANCIAL RESULTS FOR QUARTER AND HALF YEAR ENDED 30<sup>th</sup> SEPTEMBER 2017**

Particulars	Quarter ended 30.09.2017	Unaudited
Total income from operations		1811
Net Profit from ordinary activities after tax		1811
Net Profit for the period after tax (after extraordinary items)		1811
Equity Share Capital		1811
Reserves (excluding Revaluation Reserves as shown in the Balance Sheet of previous year)		442
Earnings Per Share (before extraordinary items) (of ₹ 1/- each)*		0
Basic :		0
Diluted :		0
Earnings Per Share (after extraordinary items) (of ₹ 1/- each)*		0
Basic :		0
Diluted :		0

\* Quarterly / half-yearly numbers are not annualised

Note: The above is an extract of the detailed format of Quarterly / half year financial results under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. Quarterly / half year financial results are available on the website of Stock Exchange of India (<http://www.nseindia.com>), and also on Banks' website: <https://www.southindianbank.co>

Place: Kochi  
 Date: October 10, 2017



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South Indian Bank is a member of BCSBI and is committed to treating customers in a fair, transparent and secure manner. Do not share your internet banking details, such as, user ID / password or your credit/debit card number / CVV/OTP.