

Date: Friday, May 12, 2023

To,
BSE Limited,
P.J. Towers, Dalal Street,
Mumbai – 400 001,
Maharashtra, India

Respected Sir/ Ma'am.

Ref: Open offer made by Santan Investment Advisors LLP, Mr. Mallinath Madineni and Mrs. Prathima Mallinath Madineni for acquisition of up to 1,23,340 Equity Shares representing 25.70% of the Voting Share Capital of PH Trading Limited ('Target Company') from the Public Shareholders of the Target Company

Sub : Submission of Post Offer Public Announcement.

We would like to inform you that, Santan Investment Advisors LLP ('Acquirer 1'), Mr. Mallinath Madineni ('Acquirer 2') and Mrs. Prathima Mallinath Madineni ('Acquirer 3') (hereinafter collectively referred to as the 'Acquirers'), have entered into a Share Purchase Agreement dated January 06, 2023, with **Avishek Himatsingka** ('Promoter Seller 1') and **Variable Plaza Private Limited** ('Promoter Seller 2'), the present Promoters of the Target Company, for acquisition of 3,14,950 fully paid-up equity shares of face value of Rs.10.00 each, representing **65.61%** of the Voting Share Capital of the Target Company at a negotiated price of Rs.75.00 per Sale Share, aggregating to an amount of Rs. 2,36,21,250.

We, **Bonanza Portfolio Limited**, have been appointed as the Manager to the Offer ('Manager'), and pursuant to the execution of the Agreements, the Acquirers has announced an open offer in compliance with the provisions of Regulations 3(1) and 4 and such other applicable regulations of the SEBI (SAST) Regulations for acquisition of up to **1,23,340** Equity Shares representing 25.70% of the Voting Share Capital of the Target Company from the Public Shareholders of the Target Company at an offer price of Rs.75.00 per Equity Share.

In light of the above and in accordance with the provisions of Regulations 18(12) of the SEBI (SAST) Regulations, the Post Offer Public Announcement ('Advertisement') for the aforesaid Offer has been published today i.e., Friday, May 12, 2023 in Financial Express (English daily) (All India Edition), Jansatta (Hindi daily) (All India Edition), Duranta Barta (Bengali daily) (Kolkata Edition) and Mumbai Lakshadeep (Marathi Daily) (Mumbai Edition) ('Newspaper')

We hope your good self will find the above in order and request you to kindly upload the Post Offer Public Announcement on your website at the earliest.

Thanking you,
Yours faithfully,

For Bonanza Portfolio Limited



Swati Agrawal
(Assistant Vice President)



Encl.: As above

POST-OFFER PUBLIC ANNOUNCEMENT TO THE PUBLIC SHAREHOLDERS OF

PH TRADING LIMITED

Corporate Identification Number: L51109WB1982PLC035011
 Registered Office: B Block, 113, 10th Floor, Park Street, Kolkata – 700016, West Bengal, India
 Contact Details: +033 – 22299697 / 22299538 / 40675050 / 22268993; Website: <https://phtradinglimited.com/>
 Email Address: himalsingha@hotmail.com

Open Offer for acquisition of up to 1,23,340 (One Lakh Twenty-Three Thousand Three Hundred and Forty) Equity Shares, representing 25.70% (Twenty-Five Point Seven Zero Percent) of the Voting Share Capital of PH Trading Limited ('PHTRADING' or 'Target Company'), at an offer price of Rs.75.00/- (Rupees Seventy-Five Only) ('Offer Price'), made by Santan Investment Advisory LLP ('Acquirer 1'), Mr. Mallinath Madineni ('Acquirer 2'), and Mrs. Prathima Mallinath Madineni ('Acquirer 3'), in accordance with the provisions of Regulations 3 (1) and 4 of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, and subsequent amendments thereto (SEBI (SAST) Regulations) ('Offer').

This Post Offer Public Announcement is being issued by Bonanza Portfolio Limited, the Manager to the Offer ('Manager'), on behalf of the Acquirers, in connection with the Offer made by the Acquirers to the Public Shareholders of the Target Company, pursuant to and in compliance with the provisions of Regulation 18 (12) and other applicable provisions under the SEBI (SAST) Regulations ('PoPA'). This PoPA should be read in continuation of, and in conjunction with the: (a) Public Announcement dated Friday, January 06, 2023 ('PA'), (b) Detailed Public Statement dated Thursday, January 12, 2023, published on Friday, January 13, 2023, in the newspapers, namely being, Financial Express (English daily) (All Editions), Jansatta (Hindi daily) (All Editions), Mumbai Lakshadweep (Marathi Daily) (Mumbai Edition), and Duranta Barata (Bengali daily) (Kolkata Edition) ('Newspapers') ('DPS'), (c) Letter of Offer dated Friday, April 07, 2023, along with form of Acceptance cum Acknowledgement ('Letter of Offer' or 'LOF'), and (d) Pre-Offer Advertisement cum Corrigendum to the Detailed Public Statement dated Tuesday, April 18, 2023, published in the Newspapers on Wednesday, April 19, 2023. This PoPA is being published in the same aforesaid Newspapers.

1. Name of the Target Company	PH Trading Limited
2. Name of the Acquirers and PACs	Santan Investment Advisory LLP (Acquirer 1), Mr. Mallinath Madineni (Acquirer 2), and Mrs. Prathima Mallinath Madineni (Acquirer 3). There is no person acting in concert with the Acquirers for this Offer.
3. Name of Manager to the Offer	Bonanza Portfolio Limited
4. Name of Registrar to the Offer	Purva Share Registry (India) Private Limited

5. Offer Details	
5.1 Date of Opening of the Offer	Thursday, April 20, 2023
5.2 Date of Closing of the Offer	Thursday, May 04, 2023
6. Date of Payment of Consideration	Friday, May 19, 2023

7. Details of the Acquisition		
Particulars	Proposed in the Offer Documents (Assuming full acceptance in this Offer)	Actuals
7.1 Offer Price	Rs. 75.00/-	Rs. 75.00/-
7.2 Aggregate number of Equity Shares tendered	1,23,340	0
7.3 Aggregate number of Equity Shares accepted	1,23,340	0
7.4 Size of the Open Offer (Number of Equity Shares multiplied by Offer Price per Equity Share)	Rs. 92,50,500/-	0
7.5 Shareholding of the Acquirers before the Share Purchase Agreement/ Public Announcement		
a) Number of Equity Shares	41,710	41,710
b) % of fully diluted Equity Share capital	8.69%	8.69%
7.6 Equity Shares acquired by way of Share Purchase Agreement		
a) Number of Equity Shares	3,14,950	3,14,950
b) % of fully diluted Equity Share capital	65.61%	65.61%
7.7 Equity Shares acquired by way of Offer		
a) Number of Equity Shares	1,23,340	Nil
b) % of fully diluted Equity Share capital	25.70%	0%
7.8 Equity Shares acquired after the Detailed Public Statement		
a) Number of Equity Shares acquired	Nil	Nil
b) Price of the Equity Shares acquired	Nil	Nil
c) % of Equity Shares acquired	Nil	Nil
7.9 Post-Offer shareholding of the Acquirers		
a) Number of Equity Shares	4,80,000	3,56,660
b) % of fully diluted Equity Share capital	100%	74.30%

7.10 Pre-Offer and Post-Offer shareholding of the Public Shareholders				
Particulars	Pre-Offer	Post-Offer	Pre-Offer	Post-Offer
a) Number of Equity Shares	1,23,340	Nil	1,23,340	1,23,340
b) % of fully diluted Equity Share capital	25.70%	0.00%	25.70%	25.70%

8. The Acquirers accept full responsibility for the information contained in this PoPA and for their obligations specified under SEBI (SAST) Regulations.
9. The Acquirers will consummate the Share Purchase Agreement transaction in accordance with the provisions of Regulations 22 (1), and 22 (3) read with 17 of the SEBI (SAST) Regulations and will make an application for reclassification of themselves as the promoters of the Target Company in accordance with the provisions of Regulation 31A (10) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, including subsequent amendments thereto (SEBI (LODR) Regulations).
10. A copy of this PoPA will be accessible on the websites of Securities and Exchange Board of India at www.sebi.gov.in, BSE at www.bseindia.com and the registered office of the Target Company.
11. The capitalized terms used in this PoPA shall have the meaning assigned to them in the LoF, unless otherwise specified.

ISSUED BY MANAGER TO THE OFFER

BONANZA PORTFOLIO LIMITED
 Bonanza House, Plot No. M-2, Cama Industrial Estate,
 Walbhat Road, Behind The Hub, Goregaon East,
 Mumbai – 400 063, Maharashtra, India
 Contact Number: +91-22-62735500/ 68363700
 Email Address: swati.agrawal@bonanzaonline.com
 Contact Person: Ms. Swati Agrawal
 SEBI Registration Number: INM000012306
 Validity: Permanent

for Santan Investment Advisory LLP			
Sd/- Mallinath Madineni (Partner)	Sd/- Prathima Mallinath Madineni (Partner)	Sd/- (Mallinath Madineni)	Sd/- (Prathima Mallinath Madineni)

Date: Thursday, May 11, 2023
 Place: Mumbai