

**Date:** Tuesday, March 05, 2024

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

**Ref:** Open offer made by Mr. Vanama Naveen Kumar and Mr. Vanama Sudhakar 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 Open Offer Advertisement.

Respected Sir/ Madam,

We would like to inform you that, Mr. Vanama Naveen Kumar and Mr. Vanama Sudhakar ("**Acquirers**"), have entered into a SPA dated October 23, 2023, with Santan Investment Advisory LLP ("Promoter Seller") to acquire 314950 shares representing 65.61%. The Acquirers made an Open Offer to Public Shareholders of the Target Company for acquiring 1,23,340 equity shares of Rs.10.00 each, representing 25.70% at a negotiated price of Rs. 50.00 per share.

In light of the above and in accordance with the provisions of Regulation 18(12) of the SEBI (SAST) Regulations, please find enclosed the copy of **Post Offer Advertisement** appeared in today's newspapers, namely being, Financial Express (English daily - All Editions), Jansatta (Hindi daily-All Editions), Prathakal (Marathi Daily-Mumbai Edition), and Sukhabar (Bengali) (Kolkata Edition) for your kind perusal.

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

Thanking you,

Yours faithfully,

**For Bonanza Portfolio Limited**



**Swati Agrawal**  
(Assistant Vice President)



**Encl.:** As above

OF  
**PH TRADING LIMITED**

CIN: L51109WB1982PLC035011;

Registered Office: Poddar Point, B Block, 113, 10th Floor, Park Street, Kolkata - 700016, West Bengal;

Contact Details: +033 - 22299697 / 22299538 / 40675050 / 22268993; Website: www.phtradinglimited.com;

Email Address: phtradinglimited@gmail.com;

Open Offer for acquisition of upto 1,23,340 (One Lakh Twenty Three Thousand Three Hundred and Forty) Equity Shares of Rs. 10/- each, representing 25.70% (Twenty Five Point Seven Zero Percent) of the Equity and Voting Share Capital of PH Trading Limited ("PHTRADING" or "Target Company"), at an offer price of Rs. 50.00/- (Rupees Fifty Only) ("Offer Price"), made by Mr. Vanama Naveen Kumar ("Acquirer 1") and Mr. Vanama Sudhakar ("Acquirer 2") (Acquirer 1 and Acquirer 2 hereinafter collectively referred as "Acquirers"), 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 Advertisement 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 ("POA"). The Detailed Public Statement ("DPS") and Pre-Offer Advertisement cum Corrigendum to the Detailed Public Statement, with respect to the aforementioned offer, was published in the newspapers, namely being, Financial Express (English daily - All Edition), Jansatta (Hindi daily - All Edition), Pratahkal (Marathi Daily) (Mumbai Edition) and Sukhabar (Bengali) (Kolkata Edition).

- Name of the Target Company** : PH Trading Limited
- Name of the Acquirer(s) and PACs** : Mr. Vanama Naveen Kumar and Mr. Vanama Sudhakar.  
There is no person acting in concert with the Acquirers for this Offer.
- Name of Manager to the Offer** : Bonanza Portfolio Limited
- Name of Registrar to the Offer** : Purva Share registry (India) Private Limited
- Offer Details** :  
a. Date of Opening of the Offer : Tuesday, January 30, 2024  
b. Date of Closing of the Offer : Monday, February 12, 2024
- Date of Payment of Consideration** : Tuesday, February 27, 2024
- Details of the Acquisition** :

Sr. No	Particulars	Proposed in the Offer Document	Actual
7.1	Offer Price	Rs.50.00/-	Rs.50.00/-
7.2	Aggregate number of Equity Shares tendered	1,23,340	0
7.3	Aggregate number of Equity Shares accepted	1,23,340 <sup>#</sup>	0
7.4	Size of the Open Offer (Number of Shares multiplied by Offer Price per Share)	Rs. 61,67,000/- <sup>#</sup>	0
7.5	Shareholding of the Acquirers before Agreement/ Public Announcement (No. & %)	Nil Not Applicable	Nil Not Applicable
7.6	Equity Shares acquired by way of Share Purchase Agreement • Number of Equity Shares • % of fully diluted Equity Share capital	3,14,950 65.61%	3,14,950 65.61%
7.7	Shares acquired by way of Open Offer • Number of Equity Shares • % of fully diluted Equity Share capital	1,23,340 <sup>#</sup> 25.70%	0 0.00%
7.8	Shares acquired after the Detailed Public Statement • Number of Shares acquired • Price of the shares acquired • % of shares acquired	Nil Not Applicable Not Applicable	Nil Not Applicable Not Applicable
7.9	Post-Offer shareholding of the Acquirers • Number • % of shares acquired	4,38,290 <sup>#</sup> 91.31%	3,14,950 65.61%
7.10	Pre Offer shareholding of the Public • Number of Equity Shares • % of fully diluted Equity Share capital Post Offer shareholding of the Public • Number of Equity Shares • % of fully diluted Equity Share capital	1,23,340 25.70% 41,710** 8.69%	1,23,340 25.70% 1,65,050* 34.39%

\* The shareholding of Mr. Mallinath Madineni, shown as part of the Promoter/ Promoter Group in the Letter of Offer, will be reclassified under Public Category pursuant to Open Offer and execution of SPA.

# Assuming full acceptance in offer.

8. The Acquirers severally and jointly, accept full responsibility for the information contained in this POA and also for the obligations under SEBI (SAST) Regulations.

9. A copy of this POA will be available on the websites of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), BSE Limited at [www.bseindia.com](http://www.bseindia.com), and at the registered office of the Target Company.

This Post Offer Advertisement is being published in all the newspapers in which the DPS was published.

Capitalized terms used but not defined in this POA shall have the meanings assigned to such terms in the Public Announcement and/or DPS and/or Letter of Offer and/or.

ISSUED BY MANAGER TO THE OFFER

	<b>BONANZA PORTFOLIO LIMITED</b> Bonanza House, Plot No. M-2, Cama Industrial Estate, Walbhat Road, Behind The Hub, Goregaon East, Mumbai - 400 063, Maharashtra, India <b>Contact Number:</b> +91-22-62735500/ 68363700 <b>Email Address:</b> <a href="mailto:swati.agrawal@bonanzaonline.com">swati.agrawal@bonanzaonline.com</a> <b>Contact Person:</b> Ms. Swati Agrawal <b>SEBI Registration Number:</b> INM000012306 <b>Validity:</b> Permanent
	For and on behalf of Acquirers,  Sd/- Vanama Naveen Kumar (Acquirer 1)

Sd/-  
Vanama Sudhakar  
(Acquirer 2)

Date: Monday, March 04, 2024

Place: Mumbai