



Ref. No.: PSL/2024-25/CS/SE/62

Date: 7<sup>th</sup> February, 2025

To, Listing Department <b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051  Symbol: DIAMONDYD	To, Corporate Relationship Department <b>BSE Limited</b> P.J. Towers, Dalal Street, Mumbai - 400 001  Security Code: 540724 Security ID: DIAMONDYD
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**Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Ref: Post-offer advertisement in relation to Open Offer to the public shareholders of the Company made by Authum Investment & Infrastructure Limited (the “Acquirer”) together with Ms. Mahi Madhusudan Kela (“PAC”) in her capacity as person acting in concert with the Acquirer under SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Dear Sir/Madam,

We write to inform you that the Company has received today, 7<sup>th</sup> February, 2025, a copy of post-offer advertisement dated 6<sup>th</sup> February, 2025 issued in relation to the Open Offer to the public shareholders of the Company made by Authum Investment & Infrastructure Limited (the “Acquirer”) together with Ms. Mahi Madhusudan Kela (“PAC”) in her capacity as person acting in concert with the Acquirer, for acquiring equity shares from public shareholders of the Company as per the requirements of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

A copy of the Post-offer Advertisement received by the Company is enclosed herewith.

This is for your information and record.

Thanking you,

Yours faithfully,

For **Prataap Snacks Limited**

**Parag Gupta**

Company Secretary and Compliance Officer

Encl.: As above

**Prataap Snacks Limited**

CIN: L15311MP2009PLC021746

February 7, 2025

**PRATAAP SNACKS LIMITED**

Khasra No. 378/2, Nemawar Road,  
Near Makrand House, Palda, Indore,  
Madhya Pradesh - 452 020,  
India.

Dear Sir/Madam,

**Open Offer for Acquisition of 62,98,351 (Sixty Two Lakh Ninety Eight Thousand Three Hundred Fifty One) fully paid-up Equity Shares of face value of Rs 5 (Indian Rupees Five) each (the “Equity Shares”) of Prataap Snacks Limited (the “Target Company”), representing 26.01% of the Voting Share Capital from the Public Shareholders of the Target Company, by Authum Investment & Infrastructure Limited (“Acquirer”) together with Ms. Mahi Madhusudan Kela in her capacity as person acting in concert with the Acquirer (“PAC”) (the “Open Offer” or “Offer”).**

This is with respect to the captioned Open Offer, in accordance with 18(12) of SEBI (SAST) Regulations please find enclosed a copy of the post offer advertisement dated February 6, 2025 (“**Post-Offer Advertisement**”) that has appeared in following newspapers on February 7, 2025.

<b>Newspaper</b>	<b>Language</b>	<b>Editions</b>
Financial Express	English National Daily	All editions
Jansatta	Hindi National Daily	All editions
Navshakti	Marathi Regional Daily	Mumbai edition*
Peoples Samachar	Hindi Regional Daily	Indore Edition**

*\*Marathi being the regional language at the place where the registered office of the acquirer company is situated and at the place of the stock exchange where the maximum volume of trading in the shares of the target company are recorded during the sixty trading days preceding the date of the public announcement i.e. National Stock Exchange of India Limited.*

*\*\*Hindi being the regional language at the place where the registered office of the target company is situated, i.e., Madhya Pradesh (Indore).*

Capitalized terms used in this letter unless defined herein shall have the same meanings as ascribed to them in the LOF.

**JM Financial Limited**

Corporate Identity Number : L67120MH1986PLC038784

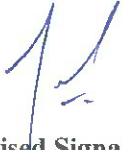
**Regd. Office:** 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025.

T: +91 22 6630 3030 F: +91 22 6630 3330 www.jmfl.com

Thanking You,

Yours truly

**For JM Financial Limited**



**Authorised Signatory**

Name: Yash Khajanchi

Designation: Director

Enclosed as stated above

# PRATAAP SNACKS LIMITED

Registered Office: Khasra No 378/2, Nemawar Road, Near Makrand House, Indore, Madhya Pradesh, India, 452020

Corporate Identification Number (CIN): L15311MP2009PLC021746;

Tel: + 91 – 0731 2437642/604; Website: <http://www.yellowdiamond.in/>

OPEN OFFER FOR THE ACQUISITION OF 62,98,351 (SIXTY TWO LAKH NINETY EIGHT THOUSAND THREE HUNDRED FIFTY ONE) FULLY PAID-UP EQUITY SHARES OF FACE VALUE OF INR 5 (INDIAN RUPEES FIVE) EACH ("EQUITY SHARES"), REPRESENTING 26.01% (TWENTY SIX POINT ZERO ONE PERCENT) OF THE VOTING SHARE CAPITAL OF PRATAAP SNACKS LIMITED ("TARGET COMPANY") FROM THE PUBLIC SHAREHOLDERS OF THE TARGET COMPANY BY AUTHUM INVESTMENT & INFRASTRUCTURE LIMITED ("ACQUIRER") TOGETHER WITH MS. MAHI MADHUSUDAN KELA IN HER CAPACITY AS PERSON ACTING IN CONCERT WITH THE ACQUIRER ("PAC"), PURSUANT TO AND IN COMPLIANCE WITH THE REQUIREMENTS OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVER) REGULATIONS 2011, AND SUBSEQUENT AMENDMENTS THERETO ("THE SEBI (SAST) REGULATIONS") (THE "OPEN OFFER" OR "OFFER").

This post-offer advertisement is being issued by JM Financial Limited ("Manager to the Offer"), for and on behalf of the Acquirer and the PAC in connection with Open Offer made by the Acquirer along with PAC, to the Public Shareholders of the Target Company, pursuant to and in compliance with Regulation 18(12) of the SEBI (SAST) Regulations ("Post- Offer Advertisement"). The detailed public statement dated October 3, 2024 ("Detailed Public Statement" or "DPS"), with respect to the aforementioned Open Offer was published on October 4, 2024, in the following newspapers, namely being Financial Express (English National Daily) (All Editions), Jansatta (Hindi National Daily) (All Editions), Navshakti (Marathi Regional Daily) (Mumbai Edition) and Peoples Samachar (Hindi Regional Daily) (Indore Edition).

This Post-Offer Advertisement should be read in continuation of, and in conjunction with the:

- public announcement dated September 26, 2024 ("Public Announcement" or "PA");
- corrigendum to the Public Announcement dated October 4, 2024 ("Corrigendum to Public Announcement" or "Corrigendum to PA");
- Detailed Public Statement;
- letter of offer dated January 7, 2025 ("Letter of Offer" or "LOF"); and
- pre-offer advertisement and corrigendum to DPS dated January 13, 2025 published on January 14, 2025, in all the newspapers in which the DPS was published ("Pre-Offer Advertisement-cum-Corrigendum")

This Post-Offer Advertisement is being published in all such newspapers in which the Detailed Public Statement, Pre-Offer Advertisement-cum-Corrigendum were published. Capitalized terms used but not defined in this Post-Offer Advertisement shall have the same meaning assigned to such terms in the Letter of Offer.

The Public Shareholders are requested to kindly note the following information related to the Offer:

1.	<b>Name of the Target Company</b>	Prataap Snacks Limited
2.	<b>Name of the Acquirer and PAC</b>	Authum Investment & Infrastructure Limited (Acquirer) Ms. Mahi Madhusudan Kela (PAC)
3.	<b>Name of the Manager to the Open Offer</b>	JM Financial Limited
4.	<b>Name of the Registrar to the Open Offer</b>	MUFG Intime India Private Limited (formerly, Link Intime India Private Limited)
5.	<b>Date of opening of the Offer</b>	January 16, 2025 (Thursday)
	<b>Date of closure of the Offer</b>	January 29, 2025 (Wednesday)
6.	<b>Date of payment of consideration</b>	February 6, 2025 (Thursday)

## 7. Details of the Acquisition

Sr. No.	Particulars	Proposed in the Offer Document (Letter of Offer)		Actuals	
7.1.	Offer Price	Rs. 865.66 per Equity Share being the aggregate of Offer Price of Rs. 864 per Equity Share payable along with Applicable Interest of Rs 1.66 per Equity Share		Rs. 865.66 per Equity Share being the aggregate of Offer Price of Rs. 864 per Equity Share payable along with Applicable Interest of Rs 1.66 per Equity Share	
7.2.	Aggregate number of shares tendered	62,98,351 <sup>(1)</sup>		127	
7.3.	Aggregate number of shares accepted	62,98,351 <sup>(1)</sup>		127	
7.4.	Size of the Offer (Number of shares multiplied by Offer Price per share)	Rs. 5,45,22,30,527 <sup>(1)(2)</sup>		Rs. 1,09,939 <sup>(4)</sup>	
7.5.	Shareholding of the Acquirer and PAC before SPA / Public Announcement	Acquirer: NIL (0.00%) PAC: NIL (0.00%)		Acquirer: NIL (0.00%) PAC: NIL (0.00%)	
7.6.	Shares acquired by way of SPA • Number • % of the Voting Share Capital	Acquirer: 1,02,48,582 (42.33%) PAC: 11,00,000 (4.54%)		Acquirer: 1,02,48,582 <sup>(3)</sup> (42.33%) <sup>(3)</sup> PAC: 11,00,000 <sup>(3)</sup> (4.54%) <sup>(3)</sup>	
7.7.	Shares acquired by way of Open Offer • Number • % of the Voting Share Capital	Acquirer: 62,98,351 <sup>(1)</sup> (26.01%) PAC: NIL (0.00%)		Acquirer: 127 (0.001%) PAC: NIL (0.00%)	
7.8.	Shares acquired after Detailed Public Statement • Number of shares acquired • Price of shares acquired • % of the Voting Share Capital	Acquirer: NIL (0.00%) PAC: NIL (0.00%)		Acquirer: NIL (0.00%) PAC: NIL (0.00%)	
7.9.	Post-Offer shareholding of the Acquirer and PAC • Number • % of the Voting Share Capital	Acquirer: 1,65,46,933 <sup>(1)</sup> (68.35%) <sup>(1)</sup> PAC: 11,00,000 (4.54%)		Acquirer: 1,02,48,709 <sup>(3)</sup> (42.33%) <sup>(3)</sup> PAC: 11,00,000 (4.54%)	
7.10.	Pre and Post-Offer shareholding of the Public Shareholders • Number • % of the Voting Share Capital	<b>Pre-Offer</b> 99,98,713 (41.30%) <sup>(5)</sup>	<b>Post-Offer</b> 37,00,362 (15.28%) <sup>(1)</sup>	<b>Pre-Offer</b> 99,98,713 (41.30%) <sup>(5)</sup>	<b>Post-Offer</b> 99,98,586 (41.30%)



### Notes :

- Assuming full acceptance under the Open Offer.
- Aggregate of Rs. 5,45,22,30,527 is the Maximum Consideration payable under this Open Offer assuming full acceptance at the Offer Price, which includes Rs. 1,04,55,263 in interest at the Applicable Interest i.e. of Rs 1.66 per Equity Share.
- Assuming consummation of the Underlying Transaction which is yet to be consummated. It will be consummated within the time period prescribed under the SEBI (SAST) Regulations.
- Out of the total of Rs. 1,09,939 (Rupees one lakh nine thousand nine hundred thirty-nine), Rs. 211 (Rupees two hundred and eleven) is being paid towards Applicable Interest i.e. of Rs. 1.66 per Equity Share.
- Pre-offer shareholding of the Public Shareholders is as on January 02, 2025 as disclosed in Letter of Offer.

## 8. Other Information

- The Acquirer along with its directors and PAC, severally and jointly, accept full responsibility for the information contained in this Post-Offer Advertisement and also for the obligations under the SEBI (SAST) Regulations.
- All references to "Rupees" or "Rs." are to Indian Rupees, the official currency of the Republic of India.
- A copy of this will be available on website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), National Stock Exchange of India Limited at [www.nseindia.com](http://www.nseindia.com), and BSE Limited at [www.bseindia.com](http://www.bseindia.com), and the registered office of the Target Company.

Issued on behalf of Acquirer and PAC by Manager

MANAGER TO THE OFFER	REGISTRAR TO THE OFFER
 <p><b>JM FINANCIAL</b> JM Financial Limited 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400025, India. Tel. No.: +91 22 6630 3030 Fax No.: +91 22 6630 3330 CIN: L67120MH1986PLC038784 / PAN: AAACJ2590B Email ID: <a href="mailto:prataapsnacks.openoffer@jmfl.com">prataapsnacks.openoffer@jmfl.com</a> Contact Person: Ms. Prachee Dhuri SEBI Registration Number: INM000010361</p>	 <p><b>MUFG</b> MUFG Intime India Private Limited (formerly, Link Intime India Private Limited) C-101, 1st Floor, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West) Mumbai, Maharashtra – 400083, India Tel: +91 81081 14949 Fax: +91 22 4918 6060 Corporate Identity Number: U67190MH1999PTC118368 / PAN: AAACI4998N Email: <a href="mailto:prataapsnacks.openoffer@linkintime.co.in">prataapsnacks.openoffer@linkintime.co.in</a> Contact Person: Ms. Pradnya Karanjekar SEBI Registration Number: INR000004058</p>

Place: Mumbai

Date: February 6, 2025