

## INANNA FASHION AND TRENDS LIMITED

[FORMERLY KNOWN AS FRONTLINE BUSINESS SOLUTIONS LIMITED]

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Mumbai- 400057, India. Tel: 91 + 22- 26838689; Email: [admin@frontlinegroup.in](mailto:admin@frontlinegroup.in); Website: [www.frontline.com](http://www.frontline.com)  
Corporate Identification Number: L17200MH1994PLC076018

This Advertisement is being issued by Saffron Capital Advisors Private Limited, on behalf of Mr. Rahul Saraf (“Acquirer”) pursuant to Regulation 18 (7) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011 in respect of the open offer to acquire shares of the Inanna Fashion and Trends Limited [Formerly known as Frontline Business Solutions Limited] (“Target Company”) (“Offer”). The Detailed Public Statement with respect to the aforementioned offer was published on February 03, 2018 in Financial Express (English National Daily), Jansatta (Hindi National Daily), Mumbai Lakshadeep (Marathi). Subsequently, corrigendum to DPS was published on March 29, 2018 (“Corrigendum”) in the same newspapers in which the DPS was published.

**The shareholders of the Target Company are requested to kindly note the following:**

1. Offer Price is Rs. 8/- (Rupees Eight Only) per Equity Share. There has been no upward revision in the Offer Price.
2. Committee of Independent Directors (hereinafter referred to as “IDC”) of the Target Company has recommended that the Offer is fair and reasonable and in line with the SEBI (SAST) Regulations. Further, IDC is of the view that the Offer Price is in line with the parameters prescribed by SEBI in the SEBI (SAST) Regulations. The IDC's recommendation was published on April 03, 2018 in the same newspapers in which the DPS was published.
3. The Offer is not a competing offer in terms of Regulation 20 of SEBI (SAST) Regulations.
4. The Letter of Offer with respect to the Offer (“LoF”) dated March 20, 2018, was dispatched on March 27, 2018 to all the Eligible Shareholders of the Target Company holding Equity Shares as on the Identified Date, March 20, 2018.
5. Public Shareholders are required to refer to the Section titled “Procedure for Acceptance and Settlement of the Offer” at page 25 of the LoF in relation to inter alia the procedure for tendering their Equity Shares in the Open Offer and are required to adhere to and follow the procedure outlined therein.
6. Please note that a copy of the LoF (including Form of Acceptance-cum-Acknowledgement) will also be available on SEBI's website ([www.sebi.gov.in](http://www.sebi.gov.in)) during the Tendering Period and Eligible Shareholders can also apply by downloading such forms from SEBI's website. Further, in case of non-receipt/non-availability of the Form of Acceptance-cum-Acknowledgement, the application can be made on plain paper along with the following details:
  - a. **In case of Equity Shares held in physical form:** An eligible person may participate in the Offer by confirming their consent to participate in this Offer on terms and conditions of this Offer as set out in the PA, DPS and the LoF. They can participate by submitting an application to the selling member on plain paper giving details regarding their shareholding and relevant documents mentioned in the LoF. The selling member(s)/investor have to deliver the physical share certificate and other relevant documents along with the Transfer Registration Slip (“TRS”) to the Registrar and Transfer Agent (“RTA”) by registered post, speed post or courier or hand delivery. Physical share certificate and other relevant documents will have to reach RTA within 2 days from the closure of Offer. The envelope should be superscribed as “Inanna Fashion and Trends Limited-Open Offer”.
  - b. In case of Equity Shares held in dematerialized form: An Eligible person may participate in the Offer by approaching their broker/selling member and tender shares in the open offer as per the procedure as mentioned in the LoF along with other details. **The Public Shareholders holding Shares in Demat mode are not required to fill any Form of Acceptance-cum-Acknowledgement.**
7. In terms of Regulation 16(1) of the SEBI (SAST) Regulations, the Draft Letter of Offer was submitted to SEBI on February 09, 2018. All observations received from SEBI by way of their letter no. CFD/DCR2/OW/P/2018/8436/1 dated March 16, 2018 in terms of Regulation 16(4) of the SEBI (SAST) Regulations have been incorporated in the LoF.
8. There have been no other material changes in relation to the Offer, since the date of the public announcement on January 30, 2018, save as otherwise disclosed in the DPS and Corrigendum.

**9. Schedule of Activities:**

Activity	Day and Date
Public Announcement (PA)	Tuesday, January 30, 2018
Publication of DPS in the newspapers	Saturday, February 03, 2018
Filing of the draft letter of offer with SEBI	Friday, February 09, 2018
Last date for a competitive bid	Tuesday, February 27, 2018
Last date for SEBI observations on draft letter of offer (in the event SEBI has not sought clarifications or additional information from the Manager to the Offer)	Friday, March 16, 2018
Identified Date*	Tuesday, March 20, 2018
Letter of Offer to be dispatched to shareholders	Tuesday, March 27, 2018
Last date for revising the Offer price/ number of shares	Monday, April 02, 2018
Last Date by which the committee of the independent directors of the Target Company shall give its recommendation	Tuesday, April 03, 2018
Date of publication of Offer Opening Public Announcement	Wednesday, April 04, 2018
Date of commencement of Tendering Period (Offer Opening Date)	Thursday, April 05, 2018
Date of Expiry of Tendering Period (Offer Closing Date )	Wednesday, April 18, 2018
Last Date for completion of all requirements including payment of consideration	Friday, May 04, 2018

\* Identified Date is only for the purpose of determining the names of the Shareholders of the Target Company as on such date to whom the Letter of Offer would be sent. It is clarified that all the shareholders holding Equity Shares of the Target Company (registered or unregistered) (except the parties to the SPA) are eligible to participate in this Offer any time before the closure of this Offer

**Capitalised terms used but not defined in this Advertisement shall have the same meanings assigned to such terms in the Public Announcement and/or DPS and/or LoF and/or Corrigendum. The Acquirer accept full responsibility for the information contained in this Advertisement and also for the obligations of the Acquirer as laid down in SEBI (SAST) Regulations. This Advertisement will also be available on SEBI's website at [www.sebi.gov.in](http://www.sebi.gov.in)**  
**Issued by the Manager to the Offer on behalf of the Acquirer**



**SAFFRON CAPITAL ADVISORS PRIVATE LIMITED**

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**SEBI Registration Number:** INM 000011211

**Validity of Registration:** Permanent

**Contact Person:** Amit Wagle/ Shikha Jain

**Place:** Mumbai

**Date:** April 03, 2018