



DECCAN CHRONICLE HOLDINGS LIMITED

Registered Office: 36, Sarojini Devi Road, Secunderabad-500 003, Andhra Pradesh.
Tel: +91 40 2780 3930; Fax: +91 40 2771 8140; Website: www.deccanchronicle.com;
Email: dchlinvestors@deccanmail.com; Contact Person: Mr. V Shankar, Company Secretary

FOR THE ATTENTION OF THE EQUITY SHAREHOLDERS / BENEFICIAL OWNERS OF THE EQUITY SHARES OF THE COMPANY

Post offer Public Advertisement regarding completion of Buy-back offer in compliance with Regulation 19(7) of the Securities and Exchange Board of India (Buyback of Securities) Regulations, 1998, for the time being in force including any statutory modifications and amendments from time to time ("Buy-back Regulations")

1. THE BUY-BACK

- 1.1. Deccan Chronicle Holdings Limited ("DCHL" or "the Company") had announced the Buy-back of its fully paid-up Equity Shares of face value Rs. 2/- each ("Equity Shares") from the open market through stock exchanges using the electronic trading facilities of National Stock Exchange of India Limited ("NSE") and Bombay Stock Exchange Limited ("BSE") (together "Stock Exchanges") in accordance with the provisions of Sections 77A, 77AA and 77B of the Companies Act, 1956 (the "Act") and Buy-back Regulations at a price not exceeding Rs. 180/- per Equity Share ("Maximum Offer Price") payable in cash, for an aggregate amount not exceeding Rs. 270 crores ("Maximum Offer Size") from the existing owners/ beneficial owners of the Equity Shares of the Company (the "Buy-back"). The Company proposed to Buy-back its fully paid-up Equity Shares up to 3,45,00,000 Equity Shares ("Maximum Offer Shares"). A Public Announcement dated May 06, 2011 (the "PA") to this effect was published on May 07, 2011.
- 1.2. As per the PA the Buy-back commenced on May 16, 2011 and was completed on August 29, 2011.

2. DETAILS OF THE BUY-BACK

- 2.1 The total number of Equity Shares bought back under the Buy-back is 3,45,00,000 and as of date entire 3,45,00,000 bought back shares stands extinguished.
- 2.2. The price at which the Equity Shares were bought back was dependent on the price quoted on the BSE and NSE. The highest price at which shares were bought back was Rs. 72.00 and the lowest price at which they were bought back was Rs. 54.95. The Equity Shares were bought back at an average price (excluding brokerage and other charges) of Rs. 65.79 per Equity Share.
- 2.3. The total amount deployed in the Buy-back is Rs. 227.66 crores, which represents 84.32% of the total Buyback size of Rs. 270 crores.
- 2.4. The prevailing stock exchange mechanism does not provide the identity of the seller in case of shares bought back in the demat segment. Since all Equity Shares were bought in demat segment from the Stock Exchanges, details of shareholders, if any, who have sold shares exceeding 1% of the total Equity Shares bought back are not available.

3. CAPITAL STRUCTURE AND SHAREHOLDING PATTERN

- 3.1. The capital structure of the Company, pre and post Buy-back, is as under:

| Share Capital | Pre Buy-back | Post Buy-back |
|------------------------------------|---|---|
| Authorised: | Rs. 7,000.00 lakhs (35,00,00,000 Equity Shares of Rs. 2/- each) | Rs. 7,000.00 lakhs (35,00,00,000 Equity Shares of Rs. 2/- each) |
| Issued, Subscribed and Paid up: | Rs. 4,869.44 lakhs (24,34,72,219 Equity shares of Rs.2/- each fully paid) | Rs. 4,179.44 lakhs (20,89,72,219 Equity shares of Rs.2/- each fully paid) |

- 3.2. The shareholding pattern of the Company, pre and post Buy-back, is as under:

| Particulars | Pre Buy-back (as on March 31, 2011) | | Post Buy-back | |
|---|--|---------------|---------------------|---------------|
| | Number of Shares | % holding | Number of Shares | % holding |
| Promoters | 15,42,82,250 | 63.37 | 15,42,82,250 | 73.83 |
| Financial Institutions/ Banks/Mutual Funds | 2,46,12,568 | 10.11 | } 5,46,89,969 | 26.17 |
| Foreign Institutional Investors | 3,01,24,211 | 12.37 | | |
| Other Shareholders | 3,44,53,190 | 14.15 | | |
| Total | 24,34,72,219 | 100.00 | 20,89,72,219 | 100.00 |

4. MANAGER TO THE BUY-BACK

Emkay[®]

Your success is our success

Emkay Global Financial Services Limited

SEBI Reg. No.: INM000011229

C-6, Paragon Centre, Pandurang Budhkar Marg, Opp Century Mills, Worli, Mumbai – 400 013

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5. DIRECTOR'S RESPONSIBILITY

The Board of Directors of the Company accepts responsibility for the information contained in this Public Notice.

For and on behalf of the Board of Directors of
DECCAN CHRONICLE HOLDINGS LIMITED

P. K. Iyer
Vice Chairman

N Krishnan
Managing Director

V. Shankar
Company Secretary

Place: Secunderabad

Date: August 29, 2011