EL FORGE LIMITED

ELFORGE

Our Company was originally incorporated as 'The Ellore Electric Supply Corporation Limited' in the state of Tamil Nadu on July 18, 1934 under the Companies Act, 1913. The name of our Company was changed to 'Ellore Engineering Company Limited' and a fresh certificate of incorporation consequent on change of name was obtained on February 24, 1964. Subsequently, the name of our Company was changed to 'El Forge Limited ' and fresh certificate of incorporation consequent on change of name was obtained on December 21, 1979.

Registered Office: No.338, Ambujammal Street, Alwarpet, Chennai-600018. **Tel:** 91-44-42207800; **Fax:** 91-44-42014708
Email: elforgeho@elforge.com; **Website:** www.elforge.com; **Contact person:** Mrs. R. Sowmithri, Company Secretary Compliance Officer

ISSUE OF 1,29,44,286 EQUITY SHARES OF FACE VALUE OF ₹ 10/- EACH, FOR CASH AT PAR AGGREGATING TO ₹ 1,294.43 LAKHS BY EL FORGE LIMITED, ("THE COMPANY" OR "THE ISSUER") TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY ON RIGHTS BASIS IN THE RATIO OF THREE EQUITY SHARES FOR EVERY TWO EQUITY SHARES HELD ON JUNE 30, 2011, THE RECORD DATE, I.E. [3:2]. THE ISSUE PRICE OF EACH EQUITY SHARE IS ONE TIME THE FACE VALUE OF THE EQUITY SHARE.

PROMOTERS OF THE COMPANY: MR. V. SRIKANTH AND MR. K. V. RAMACHANDRAN

RIGHTS ISSUE OPEN

RIGHTS ISSUE WILL NOW CLOSE ON THURSDAY, AUGUST 18, 2011

RIGHTS ISSUE CLOSING DATE EXTENDED FROM AUGUST 06, 2011 TO AUGUST 18, 2011

ASBA*

Simple, Safe, Smart way of Application - Make use of it !!!

***Applications Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details check section on ASBA below.**

DISPATCH OF THE ABRIDGED LETTER OF OFFER & COMPOSITE APPLICATION FORMS (CAF) / ISSUE OF DUPLICATE CAF: The Abridged Letter of Offer dated July 04, 2011 along with Composite Application Form (CAF) for the Issue has been dispatched on July 15, 2011 through Speed Post / Registered Post to the Equity Shareholders whose names appeared in the Register of Members of the Company on the Record Date i.e. June 30, 2011.

LISTING: The existing Equity Shares of our Company are listed on Bombay Stock Exchange Limited ("BSE"), Ahmedabad Stock Exchange Limited ("ASE"), Madras Stock Exchange Limited ("MSE") and are permitted to trade on National Stock Exchange of India Limited ("NSE") w.e.f. November 05, 2009. Our Company has received "in-principle" approvals from BSE, ASE and MSE vide their letter no. DCS/PREF/PR/IP-RT/187/11-12, ASEL/2011/258 and MSE/LD/PSK/738/189/11 dated May 19, 2011, May 12, 2011 and May 09, 2011 respectively for listing of the Equity Shares being issued in terms of the Letter of Offer. For the purposes of the Issue, the Designated Stock Exchange shall be BSE.

DISCLAIMER CLAUSE OF SEBI: Securities and Exchange Board of India only gives its observations on the offer document and this does not constitute approval of either the Issue or the Offer Document. The investors are advised to refer to the Letter of Offer for the full text of the 'Disclaimer Clause of SEBI'.

DISCLAIMER CLAUSE OF (BSE): It is to be distinctly understood that the permission given by the BSE should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by the BSE nor does it certify the correctness or completeness of any contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the 'Disclaimer Clause of the BSE'.

DISCLAIMER CLAUSE OF (ASE): It is to be distinctly understood that the permission given by the ASE should not in any way be deemed or construed that the Letter of Offer has been cleared or approved by the ASE nor does it certify the correctness or completeness of any contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the 'Disclaimer Clause of the ASE'.

DISCLAIMER CLAUSE OF (MSE):): It is to be distinctly understood that the permission given by the MSE should not in any way be deemed or construed that the Offer Document has been cleared or approved by the MSE nor does it certify the correctness or completeness of any contents of the Offer Document. The investors are advised to refer to the Offer Document for the full text of the 'Disclaimer Clause of the MSE'.

LAST DATE OF APPLICATION: The last date for submission of the duly filled in CAF is August 18, 2011.

If the CAF together with the amount payable is not received by the Bankers to the Issue / Registrar to the Issue on or before the closure of banking hours on the aforesaid last date or such date as may be extended by the Board, the offer contained in the Abridged Letter of Offer shall be deemed to have been declined and the Board shall be at liberty to dispose off the Equity Shares hereby offered, as provided in the paragraph titled "Basis of Allotment" on page 64 of the Abridged Letter of Offer.

INVESTORS MAY PLEASE NOTE THAT THE EQUITY SHARES WILL BE TRADED ON THE STOCK EXCHANGES ONLY IN DEMATERIALIZED FORM.

AVAILABILITY OF THE LETTER OF OFFER: A copy of the Letter of Offer can be downloaded from the websites of the Lead Manager and Company viz www.keynoteindia.net and www.elforge.com during the Issue period. The Letter of Offer is also available at SEBI's website www.sebi.gov.in. Hard copy of the Letter of Offer, is available on request, and can be obtained by writing to the Company.

APPLICATIONS SUPPORTED BY BLOCKED AMOUNT (ASBA): Investors may apply through the ASBA process. ASBA can be availed by all the Equity Shareholders. (Please note that pursuant to the SEBI circular dated April 29, 2011, all applicants who are QIBs or are applying in this Issue for Equity Shares for an amount exceeding ₹ 2,00,000/-, shall mandatorily make use of ASBA facility). The Equity Shareholders are required to fill the CAF and submit the same to their bank which in turn will block the amount in the account as per the authority contained in CAF and undertake other tasks as per the specified procedure. On allotment, amount will be unblocked and account will be debited only to the extent required to pay for allotment of Equity Shares. Hence, there will be no need of refunds etc. CAF can be submitted to several banks, the list of such banks are given in the CAF and is available on website of SEBI at www.sebi.gov.in. For more details on the ASBA process, please refer to the details given in CAF and also to the paragraph "PROCEDURE FOR APPLICATION THROUGH THE APPLICATIONS SUPPORTED BY BLOCKED AMOUNT ("ASBA") PROCESS" on page 60 of the Abridged Letter of Offer.

BANKERS TO THE ISSUE: Axis Bank Limited and IDBI Bank Limited.

PLEASE REFER TO THE REVERSE OF THE COMPOSITE APPLICATION FORMS FOR THE DETAILS OF THE BANKERS TO THE ISSUE AND THEIR COLLECTION CENTRES.

FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER LETTER OF OFFER/ ABRIDGED LETTER OF OFFER

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	COMPANY SECRETARY AND COMPLIANCE OFFICER
KEYNOTE **Keynote Corporate Services Limited** 4th Floor, Balmer Lawrie Building 5, J. N. Heredia Marg, Ballard Estate Fort, Mumbai 400 001 Tel: (+91 22) 3026 6000-3; Fax: (+91 22) 2269 4323 Email: mbd@keynoteindia.net Website: www.keynoteindia.net Contact Person: Mr. Nikhil S. Patil SEBI Registration No.: INM000003606 AMBI Registration No.: AMBI/040	**Integrated Enterprises (India) Ltd.** 2nd Floor, Kences Towers, No. 1, Ramakrishna Street, North Usman Road, T Nagar, Chennai 600 017 Tel: (+91 44) 2814 0801-03 Fax: (+91 44) 2814 2479 E-mail: corpserv@iepindia.com Website: www.iepindia.com Contact Person: Mr. Sriram S SEBI Registration No.: INR000000544	**Mrs. R. Sowmithri** Company Secretary and Compliance Officer **El Forge Limited** 338, Ambujammal Street Alwarpet, Chennai - 600 018 Tel: (+91 44) 4200 7800 Fax: (+91 44) 4201 4708 E-mail: edf@elforge.com Website: www.elforge.com Investors may contact the Compliance Officer for any pre-Issue/ post-Issue related matter such as non-receipt of letters of allotment/ share certificates/ refund orders, etc.

For **El Forge Limited**
Sd/-
R. Sowmithri
Company Secretary & Compliance Officer

Place : Chennai
Date : August 03, 2011

CONCEPT

Size: 16x25 sq. cm