**ANOOP GOYAL**
85, Janki Nagar Main, Indore (M.P.) -452001

**Dated: 21.08.2014**

To,
**The Manager, Listing Department**
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G-Block,
Bandra-Kurla, Complex, Bandra (E)
Mumbai – 400 051

**Subject :- Disclosure in terms of sub-regulation (2) of Regulation 29 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Intimation Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 (Regulation 13 (3) and (6).**

Dear Sir,

As per Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, We hereby enclose duly filled form of disclosure for open market purchase of 4000 Equity Shares of **M/s Sita Shree Food Products Ltd.** on 20th August, 2014 and Form D under Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 (Regulation 13 (3) and (6)).

Please take the same on your record and information.

Thanking you,

Yours faithfully,

Name of Acquirer
Anoop Goyal
(Promoter & Director of Sita Shree Food Products Ltd.)
Encl: As above.

**FORM D**

*Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992*

[Regulations 13(4), 13(4A) and 13(6)]

**Details of change in shareholding or voting rights held by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company**

| *Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/ Director/ Officer.* | *No. & % of shares/ voting rights held by the Promoter /Person who is part of Promoter Group/ Director/ Officer* | *Date of receipt of allotment advice/ acquisition / sale of shares/ voting rights* | *Date of intimation to company* | *Mode of acquisition (market purchase/ public/rights/ preferential offer, etc.) /sale* | *No. & % of shares/ voting rights post acquisition/ sale* | *Trading Member through whom the trade was executed with SEBI Registration No. of the TM* | *Exch-nge on which the trade was execu-uted* | *Buy quantity* | *Buy value* | *Sell qua ntity* | *Sell value* |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **ANOOP GOYAL** AKRPG9182C 85, JANKI NAGAR MAIN, INDORE (M.P.) | 940701 & 3.3796% | 20.08.2014 | 21.08.2014 | Open market purchase | 942701 & 3.3868% | Arihant Capital Markets Ltd. SEBI REGN.NO.INB/INF230783938 | BSE | 2000 | 15493.00 | - | - |
| **ANOOP GOYAL** AKRPG9182C 85, JANKI NAGAR MAIN, INDORE (M.P.) | 942701 & 3.3868% | 20.08.2014 | 21.08.2014 | Open market purchase | 944701 & 3.3940% | Arihant Capital Markets Ltd. SEBI REGN.NO.INB/INF230783938 | NSE | 2000 | 15173.00 | - | - |

**ANOOP GOYAL**

**Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

| | | | |
|---|---|---|---|
| 1. Name of the Target Company (TC) | SITA SHREE FOOD PRODUCTS LIMITED | | |
| 2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer | ANOOP GOYAL | | |
| 3. Whether the acquirer belongs to Promoter/Promoter group | YES | | |
| 4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed | BOMBAY STOCK EXCHANGE<br>NATIONAL STOCK EXCHANGE | | |
| 5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC | Number | % w.r.t. total share/voting capital wherever applicable | % w.r.t. total diluted share/voting capital of the TC(*) |
| Before the acquisition/disposal under consideration, holding of:<br>a) Shares carrying voting rights<br>b) Voting rights (VR) otherwise than by shares<br>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category) | 940701<br>-<br>- | 3.3796%<br>-<br>- | 3.3796%<br>-<br>- |
| Total (a+b+c) | 940701 | 3.3796% | 3.3796% |
| Details of acquisition<br>a) Shares carrying voting rights acquired<br>b) VRs acquired /sold otherwise than by shares<br>c) Warrants/convertible securities/any other instrument | 4000<br>-<br>- | 0.0144%<br>-<br>- | 0.0144%<br>-<br>- |

| | | | |
|---|---|---|---|
| that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold | | | |
| Total (a+b+c) | 4000 | 0.0144% | 0.0144% |
| After the acquisition/sale, holding of:<br>a) Shares carrying voting rights<br>b) VRs otherwise than by shares<br>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition. | 944701<br>-<br>-<br>- | 3.3940%<br>-<br>- | 3.3940%<br>-<br>- |
| Total (a+b+c) | 944701 | 3.3940% | 3.3940% |
| 6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc). | Open market purchase | | |
| 7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | 20.08.2014 | | |
| 8. Equity share capital / total voting capital of the TC before the said acquisition / sale | 27834174 | | |
| 9. Equity share capital/ total voting capital of the TC after the said acquisition / sale | 27834174 | | |
| 10. Total diluted share/voting capital of the TC after the said acquisition/sale. | 27834174 | | |

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

**ANOOP GOYAL**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Indore
Date: 21.08.2014