

CHELSEA MARKETING LLP

(Formerly known as Intercon Finance Private Limited)

Vakil Chamber, Ground Floor, Opp. Ritz Hotel, Nehru Bridge Corner, Khanpur,
Ahmedabad -380 001

LLP Identification Number: AAH- 8706

April 3, 2017

1. To,
Deputy General Manager
Department of Corporate Services
BSE Limited
25th Floor, P. J. Towers
Dalal Street
Mumbai – 400 001
Company Code: 532853

✓ 2. To,
General Manager (Listing)
National Stock Exchange of India Ltd
5th Floor, Exchange Plaza
Bandra – Kurla Complex
Bandra (East)
Mumbai – 400 051
Company Symbol: ASAHISONG

Sub: Submission of information under Regulation 30(1) and 30(2) of SEBI
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir/Madam,

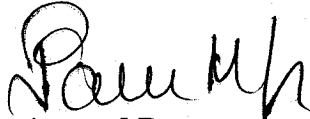
In compliance of Regulation 30(1) and 30(2) of SEBI (substantial Acquisition of Shares and Takeovers) Regulation, 2011, we are pleased to enclose the required information as of 31st March, 2017.

Kindly acknowledge the receipt.

Thanking you,

Yours faithfully,

For, Chelsea Marketing LLP
(Formerly known as Intercon Finance Private Limited)



Designated Partner

Encl: As above

Cc to: Asahi Songwon Colors Limited
"Asahi House", 13, Aaryans Corporate Park, Nr. Shilaj Railway Crossing,
Thaltej - Shilaj Road, Thaltej, Ahmedabad - 380 059

Disclosure under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulation, 2011

Part-A – Details of Shareholding

1. Name of the Target Company (TC)	Asahi Songwon Colors Limited		
2. Name(s) of the stock exchange(s) where the shares of the (TC) are listed	BSE Limited (BSE) National Stock Exchange of India Limited (NSE)		
3. Particulars of the share holder(s):			
<p>a. Name of person(s) together with Person Acting in Concert (PAC) whose total holding (including that in the form of shares, warrant, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.</p> <p>or</p> <p>b. Name(s) of promoter(s), member of the promoter group and PAC with him.</p>	<p>M/s. Chelsea Marketing LLP (Formerly known as Intercon Finance Private Limited) (Kindly refer to Part – B for the list of PACs)</p>		
4. Particulars of the shareholding of person(s) mentioned at (3) above	Number of shares	% w.r.t. total share / voting capital wherever applicable	% of total diluted share / voting capital of TC (*)
As of 31st March, 2017 , holding of:			
a) Shares	600	0.001	0.001
b) Voting Rights (otherwise than by shares)			
c) Warrants			
d) Convertible Securities			
e) Any other instrument that would entitle the holder to receive shares in the TC			
Total	600	0.001	0.001

For, Chelsea Marketing LLP
(Formerly known as Intercon Finance Private Limited)



Designated Partner

Place: Ahmedabad

Date: 03.04.2017

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

(**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.