

BOYDELL MEDIA PRIVATE LIMITED

Registered Office : 31, Netaji Subhas Road, 2nd Floor, Kolkata - 700001

9th February, 2012

The Stock Exchange, Mumbai
25th Floor, PJ Towers
Dalal Street, Fort
MUMBAI - 400001

National Stock Exchange of India Ltd.
Exchange Place Bandra-Kurla Complex
Bandra(E)
Mumbai-400051

Dear Sir,

Sub: Target Company- Andhra Cements Ltd.
Information pursuant to Regulation(31)(1) and 31(2) of SEBI(Substantial
Acquisition of Shares & Takeover) Regulations,2011

Enclosed please find herewith the information pursuant to Regulation (31) (1) and 31(2)
of SEBI (Substantial Acquisition of Shares & Takeover) Regulations, 2011.

Kindly acknowledge the receipt.

Yours faithfully,
For Boydell Media P. Ltd.



Authorised Signatory



Encl: As stated

Format for disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company(TC)	Andhra Cements Ltd.
Name of the Promoter(s) on whose shares encumbrance was created/invoked/released (tick the relevant one)	Boydell Media P. Ltd.
Date of reporting	09.02.2012
Names of the stock exchanges where the shares of the target company are listed	The Stock Exchange, Mumbai National Stock Exchange of India Ltd.

Details of the promoters' holding:
(The term "event" indicates creation/invocation/release of encumbrance, as the case may be)

Promoter(s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance		Post event holding (encumbered shares to be excluded)	(*) Details of encumbrance (pledge/lien or others- give details	
Names	Number	% of total share capital	Type – creation/ invocation/release	Date(s)	Number	% of total share capital	
Boydell Media P. Ltd.	1,618,558	1.11	Release(400,000Shares)	01.02.2012	2,018,558	1.25	#

(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance.

Comfort Intech Ltd. - Lender

for Boydell Media P. Ltd.

Signature of the Authorised Signatory

Place: Kolkata

Date: 09.01.2012