ISIS HOLDING AND TRADING COMPANY PRIVATE LIMITED

Regd. Office : 3-A, Barodawala Mansion, 81 Dr. Annie Besant Road
Worli, Mumbai – 400 018
Tel.: 24938687, 4362 5500, Fax No. 24974886
Email.: admin@danienterprises.co.in

November 12, 2012

To
The National Stock Exchange of India Limited,
Exchange Plaza
Bandra Kurla Complex
Bandra (E), Mumbai - 400 051.

Fax No. : 2659 8237 / 2659 8238

Dear Sir,

Sub: Declarations under regulation 31(1) and 31(2) of the SEBI (SAST) Regulations.

Ref.: Target Company - Asian Paints Limited (BSE – Script Code – 500820) (ISIN No.: INE021A01018)

Pursuant to the regulation 31(1) and 31(2) of the SEBI (Substantial Acquisition of Share and Takeovers) Regulations 2011, enclosed please find the disclosure by the Promoter(s) for encumbrances of shares / invocation of encumbrance / release of encumbrance of Asian Paints Limited.

Kindly take the same on record and oblige.

Thanking you,

Yours faithfully
For Isis Holding and Trading
Company Private Limited

Authorised Signatory/ Director

Encl: A/a
CC:

1. The Bombay Stock Exchange Limited,
   Corporate Relationship Department,
   First Floor, New Trading Ring,
   Rotunda Building, P. J. Towers,
   Dalal Street, Mumbai.

2. Asian Paints Limited
   6 A ShantiNagar
   Vakola Pipe Line
   Santacruz (E), Mumbai – 400 054

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

Name of the Target Company (TC)	**M/s. Asian Paints Limited**
Name of the Promoter(S) on whose Shares encumbrance was created	**Isis Holding and Trading Company Private Limited**
Date of Reporting	**12.11.2012**
Name of the Stock Exchanges where the shares of the Target Company are Listed	**Bombay Stock Exchange Limited / National Stock Exchange Limited**

Details of Promoters' holding

Promoter(s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance		Post Event Holding (Encumbered shares to be excluded)		@Detail of Encumbrance (Pledge / Lien or others)					Pledge is in favour of
Names	Number	% of total share capital	Type - Creation / Invocation / Release	Date (S)	Number	% of total share capital	Pre-Transaction Pledge	Present Pledge created on		Total Shares Pledged	% of total share capital	
							No. of Shares	Date	No. of Shares	No. of Shares		
Isis Holding and Trading Company Private Limited	2,812,229	2.93	Pledge	06.11.2012	2,222,229	2.32	220,000	06.11.2012	370,000	590,000	0.62	L & T Finance Limited
Isis Holding and Trading Company Private Limited	3,172,060	3.31	Pledge	07.11.2012	2,308,060	2.41	590,000	07.11.2012	274,000	864,000	0.90	Kotak Mahindra Prime Limited
Isis Holding and Trading Company Private Limited	3,172,060	3.31	Pledge	07.11.2012	2,140,060	2.23	864,000	07.11.2012	168,000	1,032,000	1.08	Kotak Mahindra Investments Limited

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

* Additional shares are pledged.

It is pledged for a period of 12 months from the date of creation for borrowing made.

For Isis Holding and Trading Company Private Limited

Director / Authorised Signatory

Place : Mumbai

Date : 12.11.2012