

Unnati Trading and Investments Private Limited
414, Shah Nahar Worli Indl. Estate,
B Wing Dr E. Moses Road, Worli
Mumbai 400 018

Date: 24/01/2013

To,

National Stock Exchange of India Ltd. Exchange Plaza Bandra Kurla Complex Bandra (E) Mumbai - 400 051 Fax: 26598120	Bombay Stock Exchange Limited P. J. Towers Dalal Street, Fort Mumbai - 400 001 Fax: 22721919/ 22723121/22722037/2272 2041/22722061/22722039/22723719/2272 1278/22721557/22723354/22723577/ 22722037/39/41/61 and 22721278
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Kind Attn: Department of listing/corporate services

Dear Sir,

Sub: Advance Intimation under Regulation 10(5) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in respect of inter-se transfer of shares amongst qualifying persons

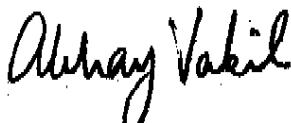
Please find enclosed herewith Advance Intimation as required under Regulation 10(5) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in the prescribed format, in respect of our proposed acquisition of 25000 equity shares of the Target Company namely Asian Paints Limited from our company viz. Unnati Trading and Investments company Limited, through inter-se transfer route, the transaction which falls under Regulation 10(1)(a)(ii) of the aforesaid Regulations.

You are requested to take the above information on record.

Thanking you.

Yours truly,

For UNNATI TRADING AND INVESTMENTS PRIVATE LIMITED



DIRECTOR

Enclosures: as above

CC: Asian Paints Limited

6 A ShantiNagar

Vakola Pipe Line

Santacruz (E), Mumbai - 400 055

Format for Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	ASIAN PAINTS LIMITED	
2.	Name of the acquirer(s) (Forming part of promoter/Promoter group)	Unnati Trading And Investments Private Limited (Person forming part of promoter/Promoter group)	
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes.	
4.	Details of the proposed acquisition		
	a. Name of the person(s) from whom shares are to be acquired	Amar Arvind Vakil (Promoter)	
	b. Proposed date of acquisition	31.01.2013	
	c. Number of shares to be acquired from each person mentioned in 4(a) above	No of shares	25000
		Total	25000
	d. Total shares to be acquired as % of share capital of TC	0.026%	
	e. Price at which shares are proposed to be acquired	25000 shares -transation at market price	
		Total no of shares to be acquired= Transation at market price	
	f. Rationale, if any, for the proposed transfer		
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Sub-clause (ii) of Regulation 10(1)(a)	
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Bombay Stock Exchange- Rs. 4255.09 National Stock Exchange- Rs. 4257.21	
7.	If in-frequently traded, the price as determined in terms of clause (c) of sub-regulation (2) of regulation 8.	Not applicable	
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	We declare and confirm that the acquisition price would not be higher by more than 25% of the price as computed in point no 6 above.	

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9.	Declaration by the acquirer, that the transferor and transferee have complied will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)	We declare and confirm that the Transferor and transferee have complied with applicable disclosure requirements in chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations, 1977)			
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	We also declare that all the conditions specified under regulations 10 (1)(a) with respect to exemptions has been duly complied with.			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
a.	Acquirer(s) namely Unnati Trading and Investments Private Limited and #PACs (other than sellers)(*)	1024760	1.0683	1049760	1.0944
		48241302	50.293	48241302	50.293##
b.	Seller (s) Amar Arvind Vakil (Promoter)	1370617	1.429	1345617	1.403

- Please find enclosed pre/post transaction shareholding of the PAC as Annexure A.

##Note: By virtue of this proposed acquisition, the overall shareholding (pre & post- transaction) of the promoter/promoter group/PAC remains unchanged/intact; since, the said proposed acquisition is within the promoter/promoter group pursuant to Sub-clause (ii) of Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

For UNNATI TRADING AND INVESTMENTS
PRIVATE LIMITED

Ashay Vakil

DIRECTOR

Place: Mumbai

Date: 24TH January, 2013

Note:

(*) Shareholding of each entity may be shown separately and then collectively in a group.

The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

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Annexure A- List of Persons Acting in Concert (PAC)

Shareholding details of "promoter and promoter Group" of Asian Paints Limited

Sl.No.	Name of the Shareholder	Pre transaction		post-transaction	
		No. of Shares held	% w.r.t total share capital of TC	No. of Shares held	% w.r.t total share capital of TC
1	Ami Manish Choksi	47220	0.049	47220	0.049
2	Anay Rupen Choksi	7775	0.008	7775	0.008
3	Ashay Ashish Choksi	12538	0.013	12538	0.013
4	Ashish Ashwin Choksi	88646	0.092	88646	0.092
5	Ashwin Chimanlal Choksi	78570	0.082	78570	0.082
6	Binita Ashish Choksi	13170	0.014	13170	0.014
7	Druhi Ashish Choksi	10000	0.010	10000	0.010
8	Jigish Shailesh Choksi	199518	0.208	199518	0.208
9	Mahendra Chimanlal Choksi	219618	0.229	219618	0.229
10	Manish Mahendra Choksi	238854	0.249	238854	0.249
11	Margi Rupen Choksi	10550	0.011	10550	0.011
12	Nysha Rupen Choksi	5000	0.005	5000	0.005
13	Pratullika Shailesh Choksi	214256	0.223	214256	0.223
14	Rhea Manish Choksi	70200	0.073	70200	0.073
15	Richa Manish Choksi	18045	0.019	18045	0.019
16	Rita Mahendra Choksi	98000	0.102	98000	0.102
17	Rupal Anant Bhat	192377	0.201	192377	0.201
18	Rupen Ashwin Choksi	92859	0.097	92859	0.097
19	Shailesh Chimanlal Choksi	434090	0.453	434090	0.453
20	Urvashi Ashwin Choksi	83811	0.087	83811	0.087
21	Vishal Shailesh Choksi	295122	0.308	295122	0.308
22	Ashwin Ramanlal Gandhi	432579	0.451	432579	0.451
23	Ashwin S Dani	208927	0.218	208927	0.218
24	Chandanben Chhotatal Shah	2000	0.002	2000	0.002
25	Hasit A Dani	400480	0.418	400480	0.418
26	Hiren Ashwin Gandhi	158195	0.165	158195	0.165
27	Ina Ashwin Dani	51592	0.054	51592	0.054
28	Ishwara Hasit Dani	41071	0.043	41071	0.043
29	Jalaj Ashwin Dani	280020	0.292	280020	0.292
30	Malav A Dani	330551	0.345	330551	0.345
31	Meghna Satyen Gandhi	7500	0.008	7500	0.008
32	Mitsu Ashwin Damani	5000	0.005	5000	0.005
33	Mudit Jalaj Dani	15980	0.017	15980	0.017
34	Padinharapatu Pandath Balakrishnan	12350	0.013	12350	0.013
35	Satyen Ashwin Gandhi	160638	0.167	160638	0.167
36	Shubhlakshmi Hasit Dani	5950	0.006	5950	0.006
37	Smiti Jalaj Dani	13911	0.015	13911	0.015
38	Vaibhavi Hiren Gandhi	7500	0.008	7500	0.008
39	Vita J Dani	43106	0.045	43106	0.045
40	Abhay Arvind Vakil	2845031	2.966	2845031	2.966
41	Amrita Amar Vakil	256668	0.268	256668	0.268
42	Asha Subhash Gujarathi	142340	0.148	142340	0.148
43	Bhairavi Abhay Vakil	224700	0.234	224700	0.234
44	Dipika Amar Vakil	225113	0.235	225113	0.235
45	Nehal Abhay Vakil	237128	0.247	237128	0.247
46	Varun Amar Vakil	223559	0.233	223559	0.233
47	Vivek Abhay Vakil	312676	0.326	312676	0.326
48	Castle Investment & Industries Private Limited	1545747	1.611	1545747	1.611
49	Centaurus Trading And Investments Pvt Ltd	729244	0.760	729244	0.760
50	Doli Trading And Investments Private Limited	936344	0.976	936344	0.976
51	Elf Trading & Chemicals Manufacturing Limited	210816	0.220	210816	0.220

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52	Jaldhar Investments And Trading Company Pvt	1242825	1.296	1242825	1.296
53	Lyon Investment & Industries Private Limited	1434208	1.495	1434208	1.495
54	Rupen Investment & Industries Private Limited	1874280	1.954	1874280	1.954
55	Satyadharma Investments And Trading Co Pvt	1833428	1.911	1833428	1.911
56	Suchanava Investments And Trading Co Pvt Ltd	1922526	2.004	1922526	2.004
57	Tru Trading And Investments Pvt Limited	1217650	1.269	1217650	1.269
58	Darti Finlease Limited	1093	0.001	1093	0.001
59	Geetanjali Trading And Investments Private	4953199	5.164	4953199	5.164
60	Gujarat Organics Ltd	2281073	2.378	2281073	2.378
61	Hiren Holdings Private Limited	59640	0.062	59640	0.062
62	Isis Holding And Trading Company Private	5283062	5.508	5283062	5.508
63	Omega Properties Pvt Ltd	336375	0.351	336375	0.351
64	Rayirth Holding And Trading Company Pvt Ltd	129000	0.134	129000	0.134
65	S.C. Dani Research Foundation Pvt Ltd	25362	0.026	25362	0.026
66	Smriti Holding And Trading Company Private	5256607	5.480	5256607	5.480
67	Suprasad Investments And Trading Co Pvt Ltd	15716	0.016	15716	0.016
68	Asteroids Trading And Investments Private	1059353	1.104	1059353	1.104
69	Elcid Investments Limited	2831386	2.952	2831386	2.952
70	Jalaj Trading & Investment Company Private	1055162	1.100	1055162	1.100
71	Lambodar Investments And Trading Company Limited	601513	0.627	601513	0.627
72	Murahar Investments And Trading Company	574367	0.599	574367	0.599
73	Nehal Trading And Investments Private Limited	1087753	1.134	1087753	1.134
74	Sadavani Investments And Trading Co Pvt Ltd	4320	0.005	4320	0.005
75	Sapan Investments Pvt Ltd	4320	0.005	4320	0.005
76	Suptaswar Investments And Trading Co Ltd	655831	0.684	655831	0.684
77	Vikratnev Containers Ltd	4320	0.005	4320	0.005
78	Vijal Holding And Trading Company Private		0.000		0.000
Total		48241302	50.293	48241302	50.293

For Unnati Trading And Investments Private Limited

Akhay Vakil
 Director