

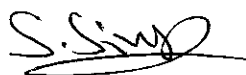
**Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

|                                                                                                                                                                                            |                                                  |                                                         |                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------|
| Name of the Target Company (TC)                                                                                                                                                            | Bharat Cement Ltd.                               |                                                         |                                                           |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer                                                                                                              | Akshay Ventrade Pvt. Ltd.                        |                                                         |                                                           |
| Whether the acquirer belongs to Promoter/Promoter group                                                                                                                                    | Yes                                              |                                                         |                                                           |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed                                                                                                                         | Bombay Stock Exchange<br>National Stock Exchange |                                                         |                                                           |
| Details of the acquisition / disposal as follows                                                                                                                                           | Number                                           | % w.r.t. total share/voting capital wherever applicable | % w.r.t. total diluted share/voting capital of the TC (*) |
| <b>Before the acquisition under consideration, holding of :</b>                                                                                                                            |                                                  |                                                         |                                                           |
| a) Shares carrying voting rights                                                                                                                                                           | 1443651                                          | 1.91                                                    | 1.75                                                      |
| b) Voting rights (VR) otherwise than by shares                                                                                                                                             |                                                  |                                                         |                                                           |
| 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)                  |                                                  |                                                         |                                                           |
| d) Total (a+b+c)                                                                                                                                                                           |                                                  |                                                         |                                                           |
| <b>Details of acquisition/sale</b>                                                                                                                                                         |                                                  |                                                         |                                                           |
| a) Shares carrying voting rights acquired/sold                                                                                                                                             | 3000                                             | 0.003                                                   | 0.003                                                     |
| b) VRs acquired /sold otherwise than by shares                                                                                                                                             |                                                  |                                                         |                                                           |
| 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) acquired/sold     |                                                  |                                                         |                                                           |
| d) Total (a+b+c)                                                                                                                                                                           |                                                  |                                                         |                                                           |
| <b>After the acquisition/sale, holding of:</b>                                                                                                                                             |                                                  |                                                         |                                                           |
| a) Shares carrying voting rights                                                                                                                                                           | 1446651                                          | 1.91                                                    | 1.75                                                      |
| b) VRs otherwise than by shares                                                                                                                                                            |                                                  |                                                         |                                                           |
| 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 |                                                  |                                                         |                                                           |
| d) Total (a+b+c)                                                                                                                                                                           |                                                  |                                                         |                                                           |
| Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).                                                 | Open market                                      |                                                         |                                                           |

|                                                                                                                            |            |
|----------------------------------------------------------------------------------------------------------------------------|------------|
| Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | 01.08.2014 |
| Equity share capital / total voting capital of the TC before the said acquisition / sale                                   | 755543630  |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale                                     | 755543630  |
| Total diluted share/voting capital of the TC after the said acquisition                                                    | 82554363   |

(\*) 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.

Signature of the acquirer / seller / Authorised Signatory



Place: Kolkata

Date: 4.08.14

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