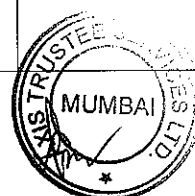


Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Cinemax India Limited		
2. Name(s) of the acquirer/pledgee and Persons Acting in Concert (PAC) with the acquirer	Axis Trustee Services Limited (ATSL) Acting As Security Trustee for Term Loan aggregating to Rs. 180 Crores sanctioned by Indostar Capital Finance Private Limited and L&T Finance Limited to Cine Hospitality Private Limited. Pledge is created over below mentioned shares to secure the facility.		
3. Whether the acquirer/pledgee belongs to Promoter / Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
5. Details of disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
<u>Before the acquisition/pledge under consideration, holding of :</u>			
a) Shares carrying voting rights	1,93,94,816	69.27	69.27
b) Voting rights (VR) otherwise than by equity shares	Nil	Nil	Nil
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)	Nil	Nil	Nil
Total (a+b+c)	1,93,94,816	69.27	69.27
<u>Details of Acquisition/Pledge:</u>			
a) Shares carrying voting rights	66,97,189	23.92	23.92
b) VRs disposed otherwise than by equity shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding	Nil	Nil	Nil



in each category) disposed			
Total (a+b+c)	66,97,189	23.92	23.92
<u>After the Acquisition/Pledge, holding of:</u>			
a) Shares carrying voting rights	2,60,92,005	93.19	93.19
b) VRs otherwise than by equity shares	Nil	Nil	Nil
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)	Nil	Nil	
Total (a+b+c)	2,60,92,005	93.19	93.19
6. Mode of acquisition Pledge	Axis Trustee Services Limited (ATSL) Acting As Security Trustee for Term Loan aggregating to Rs. 180 Crores sanctioned by Indostar Capital Finance Private Limited and L&T Finance Limited to Cine Hospitality Private Limited. Pledge is created over above mentioned shares to secure the facility pursuant to pledge Agreement dated 27.11.2012		
7. Date of acquisition/pledge of shares	March 05, 2013		
8. Equity share capital / total voting capital of the TC before the said disposal	2,80,00,000		
9. Equity share capital/ total voting capital of the TC after the said disposal	2,80,00,000		
10. Total diluted share/voting capital of the TC after the said disposal	2,80,00,000		

Note:

(*) 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 Authorised Signatory

Place: Mumbai

Date: March 5, 2013

