



KESAR ENTERPRISES LIMITED

Oriental House, 7 Jamshedji Tata Road, Churchgate, Mumbai-400 020. India. Website : <http://www.kesarindia.com>
Phone : (+91-22) 22042396 / 22851737 Fax : (+91-22) 22876162 E-mail : headoffice@kesarindia.com

14th May, 2013

To, The Corporate Relationship Department Bombay Stock Exchange 1 st Floor, New Trading Wing P.J.Towers, Dalal Street Mumbai-400001	Mr. Hari K Assistant Vice President Listing Department, National Stock Exchange of India Ltd. 5 th Floor, Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051
BSE Scrip Code: 507180	NSE Symbol: KESARENT

Fax 26598237/26598238

Dear Sir,

Re: Disclosure under Regulation 13(6) of the SEBI (Prohibition of Insider Trading) Regulations, 1992

In terms of Regulation 13(6) of SEBI Regulations, we hereby disclose to you that we have received the letters dated 14.05.2013 along with a copy of Form D from the following Promoters/Persons acting in concert with the Promoters

- 1) Duracell Investments & Finance Pvt. Ltd. for acquisition of 4,92,500 (5.71%) Equity Shares and
- 2) Seel Investment Pvt. Ltd. for acquisition of 4,82,500 (5.60%) Equity Shares.

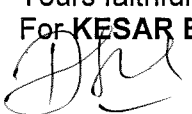
on conversion of their Optionally Convertible Preference Shares (OCPS).

The copies of the above letters with Form D are attached for your information.

Please acknowledge.

Thanking you.

Yours faithfully,
For KESAR ENTERPRISES LTD.


D.J. SHAH
SR.VICE PRESIDENT (LEGAL) &
COMPANY SECRETARY

Encl: As above



DURACELL INVESTMENTS & FINANCE PVT.LTD.

Oriental House, 7, Jamshedji Tata Road, Churchgate, Mumbai – 400 020.

Phone : 22042396 / 22854565

14th May, 2013

To
Kesar Enterprises Ltd.,
Oriental House,
7, Jamshedji Tata Road,
Churchgate,
Mumbai - 400020

Dear Sir,

Sub: Disclosures under Reg. 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 for acquisition of Equity Shares on conversion of OCPS

With respect to the captioned subject, we enclose herewith a Disclosure in Form D to be submitted to the Stock Exchange for acquisition by us of 4,92,500 Equity shares of Rs.10/- each fully paid up at a price of Rs.45/- per shares (inclusive of premium of Rs.35/- per share] aggregating to Rs.2,21,62,500/- on conversion of 22,16,250 Zero Coupon Optionally Convertible Preference Shares ("OCPS") of Rs.10/- each fully paid-up aggregating to Rs.2,21,62,500/-.

Kindly take the same on your record.

Thanking You,

Yours Faithfully,
For Duracell Investments and Finance Private Limited



Authorized Signatory

Encl: Disclosure – Form D

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company

Name, PAN No. & Address of Promoter/Person who is part of Promoter Group/Director/Officer.	No. & % of shares/voting rights held by the Promoter/Person who is part of Promoter Group/Director/Officer.	Date of receipt of allotment/advice/acquisition/sale of shares/voting rights	Date of intimation to company	Mode of acquisition (market purchase/public rights/preferential offer, etc.)	No. & % of shares/voting rights post acquisition/sale	Trading Member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell quantity	Sell value
Duracell Investments & Finance Pvt. Ltd. PAN No: AABCD3944Q Oriental House, 7, J.T. Road, Churchgate, Mumbai 400020	4,87,450 (6.376%)	13.5.2013	14.5.2013	Conversion of 22,16,250 Zero Coupon Optionally Convertible Preference Shares (OCPS) into 4,92,500 Equity Shares.	9,79,950 (11.368%)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

For Duracell Investments & Finance Pvt. Ltd.



(Authorised Signatory)

SEEL INVESTMENT PVT.LTD.

Oriental House, 7, Jamshedji Tata Road, Churchgate, Mumbai – 400 020.
Phone : 22042396 / 22854565

14th May, 2013

To
Kesar Enterprises Ltd.,
Oriental house,
7, Jamshedji Tata Road,
Churchgate,
Mumbai - 400020

Dear Sir,

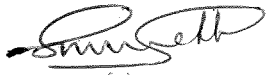
Sub: Disclosures under Reg. 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 for acquisition of Equity Shares on conversion of OCPS

With respect to the captioned subject, we enclose herewith a Disclosure in Form D to be submitted to the Stock Exchange for acquisition by us of 4,82,500 Equity shares of Rs.10/- each fully paid up at a price of Rs.45/- per shares (inclusive of premium of Rs.35/- per share] aggregating to Rs.2,17,12,500/- on conversion of 21,71,250 Zero Coupon Optionally Convertible Preference Shares ("OCPS") of Rs.10/- each fully paid-up aggregating to Rs. 2,17,12,500/-.

Kindly take the same on your record.

Thanking You,

Yours Faithfully,
For Seel Investment Private Limited



Authorised Signatory

Encl: Disclosure – Form D

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company

Name, PAN No. & Address of Promoter/Person who is part of Promoter Group/Director/Officer.	No. & % of shares/voting rights held by the Promoter/Person who is part of Promoter Group/Director/Officer.	Date of receipt of allotment advice/sale-of shares/voting rights	Date of intimation to company	Mode of acquisition (market purchase/public/rights/preferential offer, etc.) /sale	No. & % of shares/voting rights post acquisition/sale	Trading Member through whom the trade was executed with SEBI Registration No. of the TM	Exch-nge on which the trade was executed	Buy quantity	Buy value	Sell quantity	Sell value
Seel Investment Pvt. Ltd. PAN No: AABCS1375G Oriental House, 7, J.T. Road, Churchgate, Mumbai 400020	4,20,729 (5.503%)	13.5.2013	14.5.2013	Conversion of 21,71,250 Zero Coupon Optionally Convertible Preference Shares (OCPS) into 4,82,500 Equity Shares.	9,03,229 (10.478%)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

For Seel Investment Pvt. Ltd.



(Authorised Signatory)