



Date: 22nd November, 2025

To, The Department of Corporate Services BSE Limited PhirozeJeejeebhoy Towers, Dalal Street, Fort, Mumbai- 400 001	To, Listing Department, National Stock Exchange of India Ltd. Exchange Plaza, Bandra - Kurla Complex Bandra (E), Mumbai – 400 051.
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Dear Sir's,

Sub: Disclosure under Regulation 29 (2) SEBI (SAST) Regulations, 2011.

Ref: Security Code: AMBICAAGAR, 532335

With reference to the above, we hereby submit the disclosure as required under Regulation 29 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 read with Regulation 29 (3).

As per Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find enclosed the details of change in the shareholding in the prescribed format enclosed as Annexure.

Please take on record of the same.

Thanking you,
Yours Faithfully,

For RICH 'N' RICH FINANCE AND HOLDINGS LIMITED

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**APPARAO PERUMALLA
WHOLE-TIME DIRECTOR
DIN: 03023102**

Copy to : AMBICA AGARBATHIES AROMA & INDUSTRIES LIMITED





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

Name of the Target Company (TC)	Ambica Agarbathies Aroma & Industries Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	RICH 'N' RICH FINANCE AND HOLDINGS LIMITED		
Whether the acquirer belongs to Promoter/Promoter group	NO		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	1. National Stock Exchange of India Limited 2. BSE Limited		
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(**)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights 1. Rich 'N' Rich Finance And Holdings Limited	19,00,000	11.06	11.06
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	NIL	NIL	NA
c) Voting rights (VR) other wise than by shares	NIL	NIL	NA
d) 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	NA
e) Total (a+b+c+d)	19,00,000	11.06	11.06
Details of acquisition/ sale			
a) Shares carrying voting rights acquired/sold	NIL	NIL	NA
b) VRs acquired/sold otherwise than by shares	NIL	NIL	NA
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	NIL	NIL	NA

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d) Shares encumbered/ ~~invoked~~ /released by the acquirer	19,00,000	11.06	11.06
e) Total (a+b+c+/-d)	19,00,000	11.06	11.06

After the acquisition/sale, holding of:			
a) Shares carrying voting rights 1. Rich 'N' Rich Finance And Holdings Limited	NIL	NIL	NA
b) Shares encumbered with the acquirer	NIL	NIL	NA
c) VRs otherwise than by shares	NIL	NIL	NA
d) 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	NIL	NIL	NA
e) Total (a+b+c+d)	NIL	NIL	NA
Mode of ~~acquisition~~ / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Release of encumbered shares		
Date of ~~acquisition~~ / sale of shares/ ~~VR~~ or ~~date of receipt of intimation of allotment of shares~~ , whichever is applicable	20 th November, 2025		
Equity share capital/total voting capital of the TC before the said acquisition/sale	Rs. 17,17,74,000/- comprising 1,71,77,400 equity shares of Rs.10/- each.		
Equity share capital/total voting capital of the TC after the said acquisition/sale	Rs. 17,17,74,000/- comprising 1,71,77,400 equity shares of Rs.10/- each.		
Total diluted share/voting capital of the TC after the said acquisition	NA		

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For RICH 'N' RICH FINANCE AND HOLDINGS LIMITED

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**APPARAO PERUMALLA
WHOLE-TIME DIRECTOR
DIN: 03023102**

Date: 22nd November, 2025
Place: Hyderabad

