

GANJAM TRADING COMPANY PRIVATE LIMITED

NEW PRAKASH CINEMA, N.M. JOSHI MARG, LOWER PAREL, MUMBAI-400011

Date: 16th March, 2011

To,
National Stock Exchange of India Ltd
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051.
Tel No: (022) 26598100 - 8114
Fax No: (022) 26598120

Sir,

Sub: Intimation by the acquirer pursuant to Reg. 3(3) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997.

Enclosing herewith the pre-intimation disclosure as required under Reg. 3(3) of SEBI (SAST) Regulations, 1997 for inter -se transfer of shares of Essel Propack Limited (Scrip Code: 500135/Esselpack) under regulation 3(1)(e)(iii)(b).

This is for your information and record.

Thanking You.

Yours faithfully,

For Ganjam Trading Company Private Limited

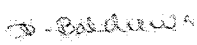
D. Baidya
Director



Enclosure:

1. Disclosure u/r Reg. 3(3) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997

FORMATS UNDER TAKEOVER REGULATIONS FORMAT FOR FILING THE INFORMATION WITH STOCK EXCHANGES BY ACQUIRER AS REQUIRED UNDER REGULATION 3(3)

Name of the Target Company	Essel Propack Limited			
Name of acquirer(s) along with PAC [Referred together as "Acquirers" hereinafter]	Ganjam Trading Company Private Limited			
Shareholding details	Before the said proposed Acquisition		After the said pro- posed Acquisition	
	No. Of shares	% (Shares/ voting rights)	No. Of shares	% (Shares/ voting rights)
Shareholding/voting rights of acquirer(s) in target company before and after the proposed acquisition	22,121,245	14.13	39,279,550	25.08
Paid up capital of the target company before and after the proposed acquisition	156,601,130	100.00	156,601,130	100.00
Type of acquisition (By way of public/rights/ <i>inter se</i> transfer)	Inter se transfer - Private Arrangement			
In case, the acquisition is by way of <i>inter se</i> transfer as per regulations, disclose names of transferors and their shareholding in T.C. before transfer	Packaging Products Investments Ltd. - 17,158,305 shares (10.96%)			
No. and percentage of shares/voting rights of T.C. proposed to be acquired through the acquisition	17,158,305 shares (10.96%)			
Acquisition price per share	Current market price on the date of transfer			
Date of proposed acquisition	21 st March, 2011 to 25 th April, 2011 in tranches			
For Ganjam Trading Company Private Limited   Director/ Authorised Signatory (Signature of the acquirer/ Authorised Signatory) Place: Mumbai Date: 16th March, 2011				