RUPEE FINANCE AND MANAGEMENT PRIVATE LIMITED

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

January 8, 2014

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (West),
Mumbai - 400 051

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Dear Sir,

Ref: Disclosure under Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Rupee Finance and Management Private Limited propose to acquire 5,63,49,550 shares of Essel Propack Limited, a company listed on your stock exchange, on the 16th day of January, 2014 or any day thereafter within a period of 90 days by way of off market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 10(5) of the SEBI (SAST), 2011.

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For RUPEE FINANCE AND MANAGEMENT PRIVATE LIMITED

RUPEE FINANCE & MANAGEMENT PVT. LTD. MUMBAI

Director

Encl: As above.

Cc:
Essel Propack Limited
P.O Vasind, Taluka Shahpur,
Thane 421 604, Maharashtra

Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

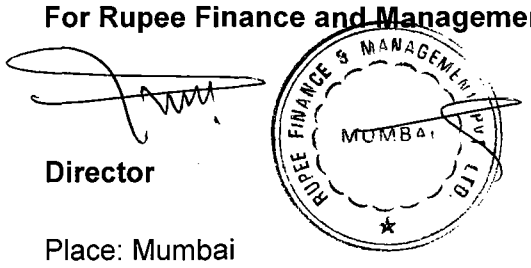
1.	Name of the Target Company (TC)	Essel Propack Limited
2.	Name of the acquirer(s)	Rupee Finance and Management Private Limited
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Ganjam Trading Company Private Limited
	b. Proposed date of acquisition	16th January, 2014 or within 90 days thereafter
	c. Number of shares to be acquired from each person mentioned in 4(a) above	5,63,49,550 shares
	d. Total shares to be acquired as % of share capital of TC	35.87%
	e. Price at which shares are proposed to be acquired	Not above the prevailing Market Price
	f. Rationale, if any, for the proposed transfer	-
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Regulation 10(1)(a)(ii)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Rs. 47.73 /-
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	Yes

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9.	Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)	Yes			
10	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	Yes			
11	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting Rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
	– Acquirer(s) and PACs (other than sellers)(*)	2,84,29,710	18.10%	8,47,79,260	53.96%
	– Seller (s)	5,63,49,550	35.87%	-	-

Signature of the acquirer

For Rupee Finance and Management Private Limited



Director

Place: Mumbai

Date: 8th January, 2014