



Plot No. C-1, G Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai – 400 051

Dear Sirs,

Re: Disclosure u/r 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

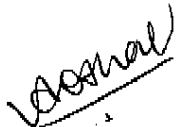
Symbol: FCEL

Pursuant to Regulation 29(2) read with Regulation 29(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (the said Regulations), we make the necessary disclosure in the form specified under the said Regulations.

Kindly take the same on your record and acknowledge receipt.

Thank you.

Yours faithfully,
for JM Financial Products Limited


Ankur Shah
Company Secretary

Encl: a/a



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

Name of the Target Company (TC)	Future Consumer Enterprise Limited (Formerly known as Future Ventures India Limited)		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	JM Financial Products Limited JM Financial Services Limited		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited 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	-	-	-
b) ~~Shares in the nature of convertible~~	-	-	-
c) ~~Voting rights (VR) otherwise than by shares~~	-	-	-
d) ~~Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)~~	-	-	-
e) Total (a+b+c+d)	13,36,52,513	8.36%	8.36%
Details of acquisition/(sale)			
a) ~~Shares carrying voting rights acquired/sold~~	-	-	-
b) ~~VRs acquired /sold otherwise than by shares~~	-	-	-
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~~	-	-	-
d) ~~Shares encumbered / invoked/released by the acquirer^{III}~~			
JM Financial Products Limited	(4,06,39,340)	(2.54%)	(2.54%)
e) Total (a+b+c+/-d)	(4,06,39,340)	(2.54%)	(2.54%)

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After the acquisition/sale, holding of:			
a) ~~Shares carrying voting rights~~	-	-	-
b) Shares encumbered with the acquirer			
JM Financial Products Limited^{IV}	9,23,65,382	5.78%	5.78%
JM Financial Services Limited^V	6,47,791	0.04%	0.04%
c) ~~VRs otherwise than by shares~~	-	-	-
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~~	-	-	-
e) Total (a+b+c+d)	9,30,13,173	5.82%	5.82%
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Off Market (Release of encumbrance)		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Release of encumbrance on shares (gross) aggregating more than 2% on April 7, 2014		
Equity share capital / total voting capital of the TC before the said acquisition / sale	1,59,79,76,671 equity shares		
said acquisition			

(*) Total share capital/ voting capital is taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement. (**) 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.

I These shares are held as collateral to secure the loan sanctioned/given to the borrower(s) as on November 20, 2013.

II These shares are held as margin from the client(s) as on November 20, 2013

III This disclosure is made since the release of encumbrance (gross) on shares aggregates more than 2% on April 7, 2014.

IV These shares are held as collateral to secure the loan sanctioned/given to the borrower(s) as on April 7, 2014.

V These shares are held as margin from the client(s) as on April 7, 2014.

for JM Financial Products Limited

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Ankur Shah
 Company Secretary

Place: Mumbai

Date: April 9, 2014