

ASIAN SATELLITE BROADCAST PVT LTD

Continental Bldg, 135, Dr. A. B. Road, Worli, Mumbai- 4000 18

March 27, 2012

✓ The Bombay Stock Exchange Limited
Rotunda Building
Dalal Street,
Mumbai - 400 001

The National Stock Exchange of India Limited.
Exchange Plaza,
Bandra Kurla Complex,
Mumbai - 400 051
Dear Sir,

Sub: Disclosures under SEBI Takeovers & Insider Trading Regulations

In compliance with Securities & Exchange Board of India (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 and Securities & Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, as amended, we, Asian Satellite Broadcast Private Limited, wish to inform you that together with M/s Jay Properties Pvt Ltd (Person Acting in Concert) consequent to acquisition of Equity Shares of the Target Company IVRCL Limited through open market on 27th March 2012, our shareholding together with PAC in the Target Company has increased to 10.19% of paid up capital of IVRCL Limited.

We hereby enclose our disclosures pursuant to regulation 29(1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 and regulation 13(6) of Securities & Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992.

For Asian Satellite Broadcast Pvt. Ltd

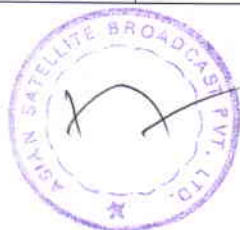

Director



Copy to – The Company Secretary
IVRCL Limited
M-22/3RT, Vijaynagar Colony
Hyderabad 500 057

FORMAT FOR DISCLOSURES UNDER REGULATION 29(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

1. Name of the Target Company (TC)	IVRCL Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Asian Satellite Broadcast Private Limited & Jay Properties Private Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited (NSE) Bombay Stock Exchange Limited (BSE)		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the seller and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
<u>Before the acquisition/disposal under consideration, holding of :</u>			
a) Shares carrying voting rights	13055000	4.88%	4.88%
b) Voting rights (VR) otherwise than by equity shares	N.A.	N.A.	N.A.
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)	N.A.	N.A.	N.A.
Total (a+b+c)	13055000	4.88%	4.88%
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired	14154000	5.31%	5.31%
b) VRs acquired otherwise than by equity shares	N.A.	N.A.	N.A.
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	N.A.	N.A.	N.A.
Total (a+b+c)	14154000	5.31%	5.31%



<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	27209000	10.19%	10.19%
b) VRs otherwise than by equity shares	N.A.	N.A.	N.A.
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) after acquisition	N.A.	N.A.	N.A.
Total (a+b+c)	27209000	10.19%	10.19%
6. Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	Open Market		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	27 th March 2012		
8. Equity share capital / total voting capital of the TC before the said acquisition/sale	No. of shares: 267,009,858 Amount: Rs. 534,019,716/-		
9. Equity share capital/ total voting capital of the TC after the said acquisition/sale	No. of shares: 267,009,858 Amount: Rs. 534,019,716/-		
10. Total diluted share/voting capital of the TC after the said acquisition/sale	No. of shares: 267,009,858 Amount: Rs. 534,019,716/-		

Note:

(*) 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.

For **Asian Satellite Broadcast Private Limited**



Director

Place: Mumbai

Date : 27th March 2012



FORM A
SEBI (Prohibition of Insider Trading) Regulations, 1992 –{Regulation 13 (1) and (6)}

Regulation 13(1) – Details of acquisition of 5% or more shares in a listed company

Name of Company: IVRCL Ltd

Name, PAN No & address of shareholder	Shareholding prior to acquisition	No & % of Shares / Voting rights acquired	Date of receipt of allotment advice / Acquisition	Date of Intimation to Company
Asian Satellite Broadcast Pvt Ltd PAN- AADCA6421D Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai 400 018	5705000 (2.13%)	NSE - 8340563 (3.12%) BSE- 4738437 (1.77%) 13079000 (4.89%)	27th March 2012	27th March 2012

Mode of acquisition (market pur/ public/rights / preferential offer etc)	Shareholding subsequent to acquisition	Trading member through whom trade executed with SEBI Regn No of the TM	Exchange on which trade executed	Buy Quantity	Buy Value
Open Market	18784000 (7.03%)	JM Financial Services Pvt. Ltd. SEBI no. INB231054835 JM Financial Services Pvt. Ltd. SEBI no. INB011054831	NSE BSE	8340563 4738437 13079000	Rs. 505568209.00 Rs. 286979168.57 Rs. 792547377.57

For Asian Satellite Broadcast Pvt. Ltd


Director

Mumbai, dated 27th March 2012

