



20th November, 2014

To,
The Manager,
Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, Plot no. C/1, G Block,
Bandra Kurla Complex,
Bandra East,
Mumbai – 400051

Scrip ID: COX&KINGS

Sub: Opening of the Qualified Institutions Placement of equity shares of face value of Re. 5 each by Cox & Kings Limited (the “Issue/QIP”) and issue of Preferential warrants to Promoters Group

Dear Sir,

The Board of Directors at its meeting held on 20th November, 2014 decided to open the Issue to be undertaken in accordance with the provisions of Chapter VIII of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended (the “SEBI Regulations”).

The floor price in respect of the Issue, based on the pricing formula as prescribed under Regulation 85 of the SEBI Regulations is Rs. 309.18 per equity share of the Company, and the ‘relevant date’ for this purpose, in terms of Regulation 81(c)(i) of the SEBI Regulations, is 20th November, 2014.

Pursuant to the intimation received from the Promoters of the Company dated 10th October, 2014, the Board also decided to allot 7,250,000 warrants to Stanford Trading Private Limited, a promoter group entity, on preferential basis subject to necessary approvals as may be required at a price that shall not be less than the QIP price.

Thanking you.

Yours truly
For Cox & Kings Limited


Rashmi Jain
Company Secretary

