

PROJECTION FINANCIAL & MANAGEMENT CONSULTANTS PVT. LTD.

Regd. Office : Basement, D-90, Okhla Industrial Area, Phase-I,
New Delhi-110020

The Board of Directors,
KEI INDUSTRIES LIMITED
D-90, OKHLA INDUSTRIAL AREA,
PHASE-I, NEW DELHI- 110 020

Date 21.09.2012

Sub: Disclosure of Interest or Holding by Promoter Group under Regulation 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992

Dear Sir / Madam,

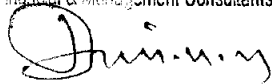
Please find enclosed herewith the Disclosure of Interest or Holding pursuant to acquisition of shares of M/s KEI Industries Limited through Preferential Allotment of Equity Shares in FORM D under Regulation 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992.

This is for your information and records.

Thanking You,
Yours faithfully,

For Projection Financial & Management Consultants Pvt. Ltd.

For Projection Financial & Management Consultants Pvt. Ltd.



Director.

(Director)

CC:

Bombay Stock Exchange Ltd.
The General Manager
Listing Operation,
BSE Limited,
P.J.Towers,
Dalal Street,
Mumbai – 400 001.

The National Stock Exchange of India Ltd.,
Listing Division,
Exchange Plaza, Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (E),
Mumbai – 400 051

The Calcutta Stock Exchange Ltd.
The Senior Manager, Listing Division,
7, Lyons Range, Kolkata-700001.

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

[Regulation 13(4), 13(4A) and (6)]

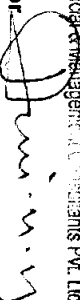
Regulation 13(6) : Details of change in shareholding or voting rights by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company											
Name, PAN No. & Address of Promoter / Person who is part of Promoter Group/ Director / Officer.	No. & % of shares / voting rights held by the Promoter / Person who is part of Promoter Group / Director / Officer	Date of receipt of allotment of shares/voting rights	Date of intimation to Company	Mode of acquisition (market purchase/public/ rights/ preferential offer etc)/sale	No. & % of shares/voting rights post acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value(Rs)	Sell quantity	Sell value(Rs)
Projection Financial & Management Consultants Private Limited, PAN:AAACP6975A Basement,D-90, Okhla Industrial Area, Phase-I, New Delhi-110020	NIL	21.09.2012	21.09.2012	Preferential Offer	9,00,000 shares (1.28%)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Note: % of shareholding has been calculated on Increased capital of the Company (i.e. 7,02,37,438)

For Projection Financial & Management Consultants Private Limited

For Projection Financial & Management Consultants Pvt. Ltd.

Director



Director

Place: New Delhi
Date: 21.09.2012

PROJECTION FINANCIAL & MANAGEMENT CONSULTANTS PVT. LTD.

Regd. Office : Basement, D-90, Okhla Industrial Area, Phase-I,
New Delhi-110020

The Board of Directors,
KEI INDUSTRIES LIMITED
D-90, OKHLA INDUSTRIAL AREA,
PHASE-I, NEW DELHI- 110 020

Date 21.09.2012

Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition and Takeovers) Regulation, 2011

Dear Sir / Madam,

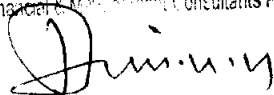
Please find enclosed herewith the Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition and Takeovers) Regulation, 2011.

This is for your information and records.

Thanking You,
Yours faithfully,

For Projection Financial & Management Consultants Pvt. Ltd.

For Projection Financial & Management Consultants Pvt. Ltd.



Director

Director
CC:

Bombay Stock Exchange Ltd.
The General Manager
Listing Operation,
BSE Limited,
P.J.Towers,
Dalal Street,
Mumbai – 400 001.

The National Stock Exchange of India Ltd., Listing Division,
Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051

The Calcutta Stock Exchange Ltd.
The Senior Manager, Listing Division,
7, Lyons Range, Kolkata-700001.

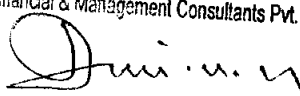
Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	KEI INDUSTRIES LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Projection Financial & Management Consultants (P) Ltd. (Acquirer) Anil Gupta Anil Gupta (HUF) Archana Gupta KEI Cables (P) Ltd. Soubhagya Agency (P) Ltd. Subhlaxmi Motels & Inns. (P) Ltd. Dhan Versha Agency (P) Ltd.		
Whether the acquirer belongs to Promoter / Promoter group	YES, PROMOTER GROUP		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE, BSE, CSE		
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	NIL	NIL	NIL
b) Voting rights (VR) otherwise than by 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.
d) Total (a+b+c)	NIL	NIL	NIL
Details of acquisition / sale : Preferential Allotment			
a) Shares carrying voting rights acquired/sold	9,00,000	1.28	1.28
b) VRs acquired/sold otherwise than by 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.
d) Total (a+b+c)	9,00,000	1.28	1.28
After the acquisition / sale, holding of:			
a) Shares carrying voting rights	9,00,000	1.28	1.28
b) VRs otherwise than by 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.
d) Total (a+b+c)	9,00,000	1.28	1.28
Mode of acquisition / sale (e.g. open market / off market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	PREFERENTIAL ALLOTMENT		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	21.09.2012		
Equity share capital / total voting capital of the TC before the said acquisition/sale	66937438		
Equity share capital / total voting capital of the TC after the said acquisition/sale	70237438		
Total diluted share / voting capital of the TC after the said acquisition	140474876		

For Projection Financial & Management Consultants Pvt.

For Projection Financial & Management Consultants Pvt. Ltd.

Director



Director

Place : New Delhi

Date : 21.09.2012