

RMF/06/08/2012

August 3, 2012

**National Stock Exchange of India Limited
Listing Department**

Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E), Mumbai - 400 051

Tel No: 91-22-26598100/ 8114
Fax No: 91-22- 26598120

**Bombay Stock Exchange Limited
Corporate Service Department**

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

Tel No: 91-22-22721233/4
Fax: 91-22- 22723121/2037

Dear Sir / Madam,

Sub: Disclosure pursuant to SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This is to inform you, that we have purchased shares of MAX India Limited on behalf of Reliance Mutual Fund.

The requisite disclosure in terms of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is attached herewith.

Kindly acknowledge the receipt hereof.

Yours faithfully,
For Reliance Capital Asset Management Limited



Muneesh Sud
Head – Legal, Secretarial & Compliance

C.C.
The Company Secretary/Compliance Officer
MAX INDIA LIMITED

Bhai Mohan Singh Nagar,
Railmajra Tehsil, Dist. Ropar
Balchaur, Nawan,
Nawanshahr – 144533
Phone: 01881-273608/ 273609
Fax: 01881-273607

Note: The requisite disclosure in terms of Regulation 13(1) of SEBI (Prohibition of Insider Trading) Regulations, 1992 is also attached

FORM A (MAX INDIA LIMITED)
Securities and Exchange Board of India (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, PAN & address of shareholders	No. of Shares	Shareholding prior to acquisition/sale	No. & % of Shares/voting rights acquired/sold	Receipt of allotment advice/acquisition of shares/sale of shares specify	Date Of intimation To company	Mode of Acquisition /Sale (market purchase/public rights/ Preferential offer etc.)	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	Sell QTY	Sell Value (Rs.)
Reliance Capital Trustee Co. Limited A/c through Reliance Regular Equity Fund and Reliance Regular Savings Fund – Equity Option (Scheme of Reliance Mutual Fund)		12,612,170 (4.7524%)	20,65,000 Shares (0.7781%)	Acquisition of Shares August 1, 2012	August 3, 2012	Open Market Purchase	14,677,170 Shares (5.5305%)	DSP Merrill Lynch Limited NSE: INB231259236	The National Stock Exchange of India Limited	10,65,000	185,277,730.50	N.A.	N.A.
Reliance Mutual Fund One India Bulls Centre - Tower One, 11th & 12th floor, Jupiter Mills Compound, Elphinstone Road, Mumbai - 400013. Tel: 022-30994600 / 4614/4771, Fax: 022-30994699								India Infoline Limited NSE: INB231097537	The National Stock Exchange of India Limited	10,00,000	17,40,000,00.00	N.A.	N.A.

For Reliance Capital Asset Management Limited



[Signature]
Munesh Sud
Head- Legal, Secretarial & Compliance

Mumbai
August 3, 2012

Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	MAX INDIA LIMITED		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Reliance Capital Trustee Co Ltd A/c through Reliance Equity Fund, Scheme of Reliance Mutual Fund Contact Address : Reliance Mutual Fund One India Bulls Centre - Tower One 11th & 12th floor, Jupiter Mills Compound, Elphinstone Road, Mumbai - 400013. Tel: 022-30994600 / 4614/ 4771 Fax: 022-30994699		
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	The National Stock Exchange of India Ltd, The Bombay Stock Exchange Ltd		
5. Details of the acquisition of shares/voting rights/holding of the Acquirer 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 under consideration, holding of :</u>			
a) Shares carrying voting rights	12,612,170	4.7524	4.7524
b) Voting rights (VR) otherwise than by equity 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)	-	-	-
Total (a+b+c)	12,612,170	4.7524	4.7524
<u>Details of acquisition</u>			
a) Shares carrying voting rights acquired	20,65,000	0.7781	0.7781
b) VRs acquired otherwise than by equity 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	-	-	-
Total (a+b+c)	20,65,000	0.7781	0.7781
<u>After the acquisition, holding of:</u>			
a) Shares carrying voting rights	14,677,170	5.5305	5.5305
b) VRs otherwise than by equity shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive	-	-	-

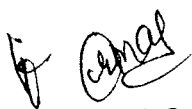


shares carrying voting rights in the TC (specify holding in each category) after acquisition			
Total (a+b+c)	14,677,170	5.5305	5.5305
6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Open Market		
7. Date of acquisition of/ date of receipt of intimation of allotment of shares /VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	August 1, 2012		
8. Equity share capital / total voting capital of the TC before the said acquisition	₹ 530,762,324/-		
9. Equity share capital/ total voting capital of the TC after the said acquisition	₹ 530,762,324/-		
10.Total diluted share/voting capital of the TC after the said acquisition	₹ 530,762,324/-		

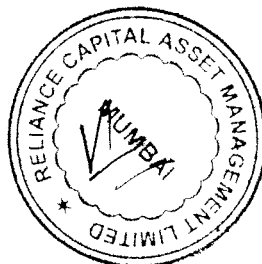
Note:

(*) 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.

Signature of the Authorised Signatory



Muneesh Sud
Head - Legal, Secretarial & Compliance



Place: Mumbai

Date: August 3, 2012