

RMF/30/03/2013

March 8, 2013

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

Sir / Madam,

Sub: Notice of change in shareholding of Madras Cements Ltd

This is to inform you the sale of equity shares of Madras Cements Limited, on behalf of Reliance Mutual Fund.

The requisite disclosure in terms of Regulation 29(2) 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 truly,

For Reliance Capital Asset Management Limited



(Muneesh Sud)
Head – Legal, Secretarial & Compliance

 C.C.
The Company Secretary/Compliance Officer
Madras Cements Limited
Ramandiram, Rajapalaiyam
Rajapalaiyam - 626117
Tamil Nadu.
Tel: 04563-236688
Fax: 04563-236773

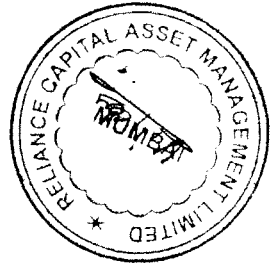
Note: The requisite disclosure in terms of Regulation 13(3) of SEBI (Prohibition of Insider Trading) Regulations, 1992 is also attached.

FORM C (MADRAS CEMENTS LIMITED)
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulation 13(3) and (6)]

Regulation 13(3) — Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN No. & address of shareholders	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 quantity	Sell Value (Rs.)
Reliance Capital Trustee Co. Limited A/c - Reliance - Monthly Income Plan (Scheme of Reliance Mutual Fund) PAN No of Reliance Mutual Fund: AAATR0090B Corporate Office: One India bulls Centre, Tower One, 12 th Floor, Jupiter Mills Compound, Elphinstone Road, Mumbai - 400013. Tel: 022-30994600 / 4614/ 4771, Fax: 022-30994699	74,80,000 Shares (3.1432)	5,00,000 Shares (0.2101%)	Sale of shares Date of Sale: March 6, 2013	March 8, 2013	Open Market Sale	69,80,000 Shares (2.9331%)	India Infoline Ltd NSE: INB231097537	The National Stock Exchange of India Limited	N.A	N.A	5,00,000	12,26,25,000.00

For Reliance Capital Asset Management Limited



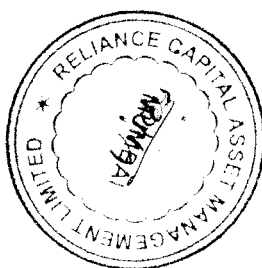
(Signature)

(Muneesh Sud)
Head – Legal, Secretarial & Compliance

Mumbai
March 8, 2013

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

1. Name of the Target Company (TC)	MADRAS CEMENTS 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 Monthly Income Plan, 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 / disposal/holding 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	74,80,000	3.1432	3.1432
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 T C (specify holding in each category)	-	-	-
Total (a+b+c)	74,80,000	3.1432	3.1432
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired/sold	5,00,000	0.2101	0.2101
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	-	-	-
Total (a+b+c)	5,00,000	0.2101	0.2101
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	69,80,000	2.9331	2.9331
b) VRs 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) after acquisition.	-	-	-
Total (a+b+c)	69,80,000	2.9331	2.9331
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	March 6, 2013		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	₹ 237,969,380		
9. Equity share capital/ total voting capital of the TC after the said acquisition/ sale	₹ 237,969,380		
10. Total diluted share/voting capital of the TC after the said acquisition / sale	₹ 237,969,380		

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: March 8, 2013