



Platinum[®]
ASSET MANAGEMENT

FACSIMILE COVER PAGE

To:	Listing Department	From:	Marcia Venegas
Fax:	91 22 2659 8237	Fax #:	+61 2 9254 5500
Company:	National Stock Exchange of India Ltd	Tel #:	+61 2 9255 7576

Subject:	Madras Cements Ltd Substantial Shareholding Disclosure		
Sent:	28 March 2012	Pages:	4 (including cover)

Email:	compliance@platinum.com.au	Website:	www.platinum.com.au
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Please find attached the reporting form required under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers).

I would be grateful if you could confirm receipt to my email address: compliance@platinum.com.au

Kind regards

Marcia Venegas
Chief Compliance & Risk Officer
Platinum Investment Management Limited
Level 8, 7 Macquarie Place, Sydney, NSW 2000
Tel: 61 2 9255 7576
Fax: 61 2 9254 5590

Platinum Investment Management Limited ABN 25 063 565 006 AFSL 221935 trading as Platinum Asset Management ("Platinum")

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Platinum is a member of the Platinum Group of companies.



28 March 2012

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex, Bandra (E)
Mumbai 400 051

By facsimile: +91 22 2659 8237

Dear Sir/Madam

Madras Cements Limited – reduction of shareholding to 3.14%

We wish to advise that as of 26 March 2012, Platinum Investment Management Limited, an Australian domiciled entity, has decreased its shareholding to 3.14% beneficial ownership in Madras Cements Ltd by way of its funds under management and rights pertaining to investment management agreements.

Accordingly, please find attached the completed reporting form as required under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers).

Should you require any further information, please do not hesitate to contact us.

Yours faithfully

A handwritten signature in black ink, appearing to read 'M Venegas'.

Marcia Venegas
Chief Compliance and Risk Officer
compliance@platinum.com.au

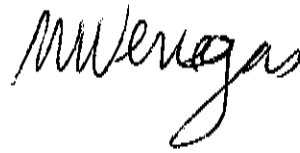
Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Madras Cements Ltd		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Platinum Investment Management Ltd		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE/BSE		
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 b) Voting rights (VR) otherwise than by 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) d) Total (a+b+c)	8,585,113	3.61%	3.61%
Details of acquisition/sale a) Shares carrying voting rights acquired/sold 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 d) Total (a+b+c)	1,124,000	0.47%	0.47%
After the acquisition/sale, holding of: a) Shares carrying voting rights 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 d) Total (a+b+c)	7,461,113	3.14%	3.14%
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Market sale		

Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	26 March 2012
Equity share capital / total voting capital of the TC before the said acquisition / sale	8,585,113
Equity share capital/ total voting capital of the TC after the said acquisition / sale	7,461,113
Total diluted share/voting capital of the TC after the said acquisition	7,461,113

(*) 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 acquirer / seller / Authorised Signatory



Place:

Date: 28 March 2012
