

Date: 23.07.2014

From  
Alluri Venkata Satyanarayanamma  
Plot No.168-A, Road No.10, Jubilee Hills  
Hyderabad-500033

To,

**The Secretary**  
**National Stock Exchange of India Ltd**  
5<sup>th</sup> Floor, Exchange Plaza  
Bandra – Kurla Complex  
Bandra (E)  
**MUMBAI - 500 051.**

**The Secretary**  
**Bombay Stock Exchange Ltd,**  
1<sup>st</sup> Floor, New Trading Ring  
Rotunda Building, P J Towers  
Dalal Street, Fort  
**M U M B A I – 400 001.**

**Scrip Code: BSE – 500294 & NSE: NCC**

Dear Sir,

**Sub: Intimation under Regulation 31 (2) of the Securities and Exchange Board of India**  
**(Substantial Acquisition of shares and takeovers ) Regulations, 2011**

I am forwarding herewith disclosure under Regulation 31(2) of the Securities and Exchange Board of India (Substantial Acquisition of shares and takeovers) Regulations, 2011 regarding release of Pledge of Equity shares held by me in NCC Limited in the prescribed format.

Please take the same on your record.

Thanking you

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(Alluri Venkata Satyanarayanamma)

Cc: **The Company Secretary**  
**NCC Limited**  
**Corporate Office: NCC House, Madhapur**  
**Hyderabad-500081**

**Format for disclosure by the Promoter(s) to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target company (1C)									
NCC Limited									
Names of the Stock Exchanges where the shares of the target company are listed									
Bombay Stock Exchange Limited AND The National Stock Exchange of India Ltd									
Date of reporting									
23/7/2014									
Name of the promoter or PAC on whose shares encumbrance has been created / released / invoked									
M/s. A V S R Holdings Private Limited, AVS Raju, ASN Raju, AGK Raju, AVN Raju and AV Satyanarayanaamma									
released									
Details of the creation of encumbrance:									
Name of the Promoter(s) or PACs with him(her)	Promoter holding in the target company (1)		Promoter holding already		Details of events pertaining to encumbrance (3)			Post event holding of	
	No. of shares	% of total share capital	No. of shares	% of total share capital	Type of event (Creation / release / invocation / on)	Date of creation / invocation / ease of encumbrance	Type of encumbrance (Pledge / Lien / non disposal undertaking / others)	No. of shares	% of Total share capital
AVS Raju	3,963,720	1.54	3,668,119	1.43	released	17.07.2014	Pledge	2,217,000	0.86
AAV Ranga Raju	5,931,740	2.31	1,999,000	0.78	-	-	-	-	-
ASN Raju	3,993,330	1.56	1,476,000	0.58	released	17.07.2014	Pledge	558,000	0.22
AGK Raju	4,010,080	1.56	2,175,000	0.85	released	17.07.2014	Pledge	1,040,000	0.41
AVN Raju	3,685,750	1.44	3,385,000	1.32	released	17.07.2014	Pledge	2,385,000	0.93
A Narayana Raju	4,088,680	1.59	1,59	0.01	-	-	-	-	-
A Srinivas Rana Raju	2,616,770	1.02	1,02	0.01	-	-	-	-	-
AV Satyanarayanaamma	1,757,210	0.68	0.68	0.01	released	17.07.2014	Pledge	967,000	0.38
A Suguna	31,478	0.01	0.01	0.01	-	-	-	-	-
A Sbyana	32,378	0.01	0.01	0.01	-	-	-	-	-
A S Jyothirmayi	142,196	0.06	0.06	0.06	-	-	-	-	-
A Arundhati	391,026	0.15	0.15	0.15	-	-	-	-	-
A Bharathi	57,258	0.02	0.02	0.02	-	-	-	-	-
A Neelavathi Devi	33,822	0.01	0.01	0.01	-	-	-	-	-
A Sri Devi	52,562	0.02	0.02	0.02	-	-	-	-	-
M Svettha	644,297	0.25	0.25	0.25	-	-	-	-	-
A Sri Harsha Varma	25,500	0.01	0.01	0.01	-	-	-	-	-
JV Ranga Raju	1,701,277	0.66	0.66	0.66	-	-	-	-	-
J Sri Devi	171,434	0.07	0.07	0.07	-	-	-	-	-
J Sowjanya	235,000	0.09	0.09	0.09	-	-	-	-	-
J K Chaitanya Varma	118,210	0.05	0.05	0.05	-	-	-	-	-
B Kausalya	11,090	0.00	0.00	0.00	-	-	-	-	-
M/s. A V S R Holdings Private Limited	14,147,167	5.51	5.51	5.51	released	17.07.2014	Pledge	1,551,000	0.60
M/s. Narasimha Developers Private Limited	699,775	0.27	0.27	0.27	-	-	-	-	-
M/s. Anesh Ventures Private Limited	1,966,000	0.77	0.77	0.77	-	-	-	-	-
M/s. Avathesh Property Developers Private Limited	1,854,000	0.72	0.72	0.72	-	-	-	-	-
<b>TOTAL</b>	<b>52,361,750</b>	<b>20.41</b>	<b>20.41</b>	<b>20.41</b>				<b>8,718,000</b>	<b>3.40</b>
				<b>9.61</b>				<b>15,927,926</b>	<b>6.21</b>

A.V.S.R. Holdings Private Limited