

3rd April, 2014

To, The Corporate Relationship Department Bombay Stock Exchange 1 st Floor, New Trading Wing P.J.Towers, Dalal Street Mumbai-400001	Mr. Hari K Assistant Vice President Listing Department, National Stock Exchange of India Ltd. 5 th Floor, Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051
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Dear Sir,

Re: Disclosure under Regulation 13(6) of the SEBI (Prohibition of Insider Trading) Regulations, 1992

In terms of Regulation 13(6) of SEBI Regulations, we hereby disclose to you that we have received the letters dated 1.04.2014 along with a copy of Form D from:

- 1) Kesar Corporation Pvt. Ltd.;
- 2) Duracell Investments & Finance Pvt. Ltd.; and
- 3) Seel Investment Pvt. Ltd.

informing us that the said Companies have acquired Zero Coupon Optionally Convertible Preference Shares ("OCPS") of Rs.10/- each fully paid up.

The copies of the above letters with Form D are attached for your information.

Please acknowledge.

Thanking you.

Yours faithfully,
For **KESAR ENTERPRISES LTD.**


D.J. SHAH
SR.VICE PRESIDENT (LEGAL) &
COMPANY SECRETARY

Encl: As above



KESAR CORPORATION PRIVATE LIMITED

Registered Office: "Oriental House", 7, Jamsheedji Tata Road, Churchgate, Mumbai-400 020, India.
Phone: 91-22-22854565, 22042396, 22851737, • Fax: 91-22-22851044 • E-mail: sales@iccindia.com
CIN: U74999MH1941PTC003348

1st April, 2014

To
Kesar Enterprises Ltd.,
Oriental house,
7, Jhamshedji Tata Road,
Churchgate,
Mumbai - 400020

Dear Sir,

Sub: Disclosures under Reg. 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 for acquisition of OCPS

With respect to the captioned subject, we enclose herewith a Disclosure in Form D to be submitted to the Stock Exchange on acquisition by us of 2,45,700 Zero Coupon Optionally Convertible Preference Shares ("OCPS") of Rs.10/- each fully paid-up aggregating to Rs.24,57,000/-. The OCPS are with an option to convert the OCPS, by giving in writing 3 days advance notice to the Company, partly or fully, into Equity Shares of Rs.10/- each within a period of 18 months from the date of allotment of the OCPS i.e. 27/03/2014, in one or more tranches, in one or more financial years, at a price of Rs.21/- each (including premium of Rs.1/-).

Kindly take the same on your record.

Thanking You,

Yours Faithfully,
For Kesar Corporation Private Limited



Director

Encl: Disclosure – Form D

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held 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 Person who is part of Promoter Group.	No. & % of shares/ voting rights held by the Person who is part of Promoter Group	Date of receipt of allotment advice/ acquisition / sale 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	Sell quantity	Sell value
Kesar Corporation Pvt. Ltd. PAN No: AAACK1691A Oriental House, 7, J.T. Road, Churchgate, Mumbai 400020	22,20,922 (25.764%)	31.03.2014	2.4.2014	Preferential Allotment of 2,45,700 Zero Coupon Optionally Convertible Preference Shares [OCPS]	23,37,922 (23.194%) [*]	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

[*] Assuming all OCPS are converted into Equity Shares of Rs.10/- each within a period of 18 months from the date of allotment of the OCPS i.e. 27/03/2014, in one or more transactions, in one or more financial years, at a price of Rs.21/- each (including premium of Rs.11/-).

For KESAR CORPORATION PVT.LTD.



DIRECTOR

DURACELL INVESTMENTS & FINANCE PVT.LTD.

Oriental House, 7, Jamshedji Tata Road, Churchgate, Mumbai – 400 020.

Phone : 22042396 / 22854565 • E-mail: sales@iccindia.com

CIN: U65990MH1993PTC073731

1st April, 2014

To
Kesar Enterprises Ltd.,
Oriental House,
7, Jhamshedji Tata Road,
Churchgate,
Mumbai – 400020.

Dear Sir,

Sub: Disclosures under Reg. 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 for acquisition of OCPS

With respect to the captioned subject, we enclose herewith a Disclosure in Form D to be submitted to the Stock Exchange on acquisition by us of 13,94,400 Zero Coupon Optionally Convertible Preference Shares ("OCPS") of Rs.10/- each fully paid-up aggregating to Rs.1,39,44,000/-. The OCPS are with an option to convert the OCPS, by giving in writing 3 days advance notice to the Company, partly or fully, into Equity Shares of Rs.10/- each within a period of 18 months from the date of allotment of the OCPS i.e. 27/03/2014, in one or more tranches, in one or more financial years, at a price of Rs.21/- each (including premium of Rs.11/-).

Kindly take the same on your record.

Thanking You,

Yours Faithfully,
For Duracell Investments and Finance Private Limited


Authorised Signatory

Encl: Disclosure – Form D

FORM D

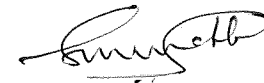
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held 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 Person who is part of Promoter Group.	No. & % of shares/ voting rights held by the Person who is part of Promoter Group	Date of receipt of allotment advice/ acquisition / sale 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	Sell quantity	Sell value
Duracell Investments & Finance Pvt.Ltd. PAN NO.: AABCD3944Q Oriental House, 7, J.T. Road, Churchgate, Mumbai 400020	9,79,950 (11.368%)	31.03.2014	2.4.2014	Preferential Allotment of 13,94,400 Zero Coupon [*] Optionally Convertible Preference Shares [OCPS]	16,43,950 (16.310%)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

[*] Assuming all OCPS are converted into Equity Shares of Rs.10/- each within a period of 18 months from the date of allotment of the OCPS i.e. 27/03/2014, in one or more transactions, in one or more financial years, at a price of Rs.21/- each (including premium of Rs.11/-).

For DURACELL INVESTMENTS & FINANCE PVT.LTD.



AUTHORISED SIGNATORY

SEEL INVESTMENT PVT.LTD.

Oriental House, 7, Jamshedji Tata Road, Churchgate, Mumbai – 400 020.

Phone : 22042396 / 22854565 • E-mail: sales@iccindia.com

CIN:U67120MH1992PTC068564

1st April, 2014

To
Kesar Enterprises Ltd.,
Oriental House,
7, Jhamshedji Tata Road,
Churchgate,
Mumbai – 400020.

Dear Sir,

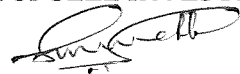
Sub: Disclosures under Reg. 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 for acquisition of OCPS

With respect to the captioned subject, we enclose herewith a Disclosure in Form D to be submitted to the Stock Exchange on acquisition by us of 14,24,900 Zero Coupon Optionally Convertible Preference Shares ("OCPS") of Rs.10/- each fully paid-up aggregating to Rs.1,42,49,000/-. The OCPS are with an option to convert the OCPS, by giving in writing 3 days advance notice to the Company, partly or fully, into Equity Shares of Rs.10/- each within a period of 18 months from the date of allotment of the OCPS i.e. 27/03/2014, in one or more tranches, in one or more financial years, at a price of Rs.21/- each (including premium of Rs.11/-).

Kindly take the same on your record.

Yours faithfully,

For SEEL INVESTMENT PVT.LTD.



(Satyen Mehta)

DIRECTOR/AUTHORISED SIGNATORY

Encl: Disclosure – Form D

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held 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 Person who is part of Promoter Group.	No. & % of shares/ voting rights held by the Person who is part of Promoter Group	Date of receipt of allotment advice/ acquisition / sale 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 execu-uted	Buy quantity	Buy value	Sell quantity	Sell value
Seel Investment Pvt. Ltd. PAN NO.: AABCS1375G Oriental House, 7, J.T. Road, Churchgate, Mumbai 400020	9,03,229 (10.478%)	31.03.2014	2.4.2014	Preferential Allotment of 14,24,900 Zero Coupon [*] Optionally Convertible Preference Shares [OCPS]	15,81,752 (15.692%)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

[*] Assuming all OCPS are converted into Equity Shares of Rs.10/- each within a period of 18 months from the date of allotment of the OCPS i.e. 27/03/2014, in one or more transactions, in one or more financial years, at a price of Rs.21/- each (including premium of Rs.11/-).

For SEEL INVESTMENT PVT.LTD.



AUTHORISED SIGNATORY