



UNITED SPIRITS

October 22, 2012

The Managing Director
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400001

The Managing Director
National Stock Exchange of India Limited
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex, Bandra (E)
Mumbai - 400 051

Dear Sirs

Subject: Announcement of the Floor Price for the proposed sale of shares of Pioneer Distilleries Limited as per notice issued pursuant to SEBI circular no. CIR/MRD/DP/18/2012 dated July 18, 2012 (the "Announcement")

Pursuant to clause 5(b) of the circular number CIR/MRD/DP/18/2012 dated July 18, 2012, issued by Securities and Exchange Board of India (the "Circular"), United Spirits Limited (the "Seller"), a company incorporated under the Companies Act, 1956 and the promoter of Pioneer Distilleries Limited (the "Company"), proposes to sell an aggregate of 935,982 equity shares of Rs. 10 each (such equity shares referred to as "Sale Shares") aggregating to 6.99% of the equity capital of the Company through a sale on the separate window provided by the stock exchanges for this purpose under notice number 20120727-26 dated July 27, 2012 issued by BSE Limited and under circular ref. number 52/2012 dated August 2, 2012 issued by National Stock Exchange of India Limited (the "Sale").

In this regard, we have submitted a notice dated October 19, 2012 (the "Notice") to BSE Limited (the "BSE") and National Stock Exchange of India Limited (the "NSE" and together with the BSE, the "Stock Exchanges")

Pursuant to clause 5(c)(i) of the Circular and paragraph 10 of the Notice, we now wish to declare that the 'Floor Price' for the Sale Shares shall be Rs. 38 (Rupees Thirty Eight only) per equity share. We request you to disseminate the 'Floor Price' to the market in accordance with the Circular.

Please note:

The Sale is personal to each prospective buyer (including individuals, funds or otherwise) who makes a bid (each a "Bidder") and does not constitute an offer or invitation or solicitation of an offer to the public requiring any prospectus or offer document to be issued, submitted or filed with any regulatory authority or to any other persons or class of persons within or outside India.

The Sale is being carried out in reliance with the Circular and subject to the circulars, rules and regulations of the Stock Exchanges. There will be no public offer of the Sale Shares in India under the Companies Act, 1956 or any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as a "prospectus" or an offer document with the Registrar of Companies in India, the Securities and Exchange Board of India (the "SEBI"), the Stock Exchanges or any other regulatory or listing authority in India or abroad, under the Companies Act, 1956, as amended and/or the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009 as amended, and no such document will be circulated or distributed to any person in India or any other jurisdiction.

United Spirits Limited

Registered Office : 'UB Tower', # 24, Vittal Mallya Road, Bangalore - 560 001, India.

Tel : 91-80 3985 6500, 2221 0705, Fax : 91-80 3985 6862, 3985 6959, 3985 6607

The Bidders acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and previously published information by the Company available with SEBI or Stock Exchanges, together with the information contained in this Announcement, and shall be subject to the terms set out in the contract note to be provided to the prospective successful bidders.

This Announcement is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, nor shall there be any sale of securities in any jurisdiction ("**Other Jurisdiction**") in which such offer, solicitation or sale is or may be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. This Announcement and the information contained herein are not for publication or distribution, directly or indirectly, to persons in an Other Jurisdiction unless permitted pursuant to an exemption under the relevant local law or regulation in any such jurisdiction.

This Announcement is not for publication or distribution in the United States of America, and is not an offer for sale within the United States of America of any equity shares or other securities of the Company. Securities of the Company may not be offered or sold in the United States of America absent registration under U.S. Securities Act of 1933, as amended (the "**Securities Act**"), unless exempt from registration under such act. The Sale Shares will be offered only outside the United States of America in an offshore transaction pursuant to Regulation S under the Securities Act. Purchasers of Sale Shares are hereby advised that any resale of such shares must be made in accordance with an exemption from the registration requirements under the securities laws of the United States of America.

By submitting a bid in connection with the Sale or receiving the Sale Shares, Bidders will be deemed to have read and understood this Announcement in its entirety and to be accepting of the terms and conditions set out in this Announcement.

By submitting a bid in connection with the Sale or receiving the Sale Shares, buyers will be deemed to have (a) read and understood this Announcement in its entirety, (b) accepted and complied with the terms and conditions set out in this Announcement, and (c) represented, agreed and acknowledged that they are, and at the time the Sale Shares are purchased, will be, the beneficial owner of such Sale Shares, and (i) located outside the United states (within the meaning of Regulation S), (ii) purchasing such Sale Shares in an offshore transaction pursuant to Regulation S and (iii) not an affiliate of the Company's or a person acting on behalf of such an affiliate.

By submitting a bid on behalf of a buyer in connection with the Sale, each broker will be deemed to have represented, agreed and acknowledged that it is located outside the United States and that none of the broker, its affiliates and all person acting on its or their behalf (a) has offered or will offer and sell the Sale Shares in the United States, (b) has engaged or will engage in any directed selling efforts with respect to the Sale Shares (within the meaning of Regulation S) in connection with the offer or sale of the Sale Shares or (c) has engaged or will engage in any form of general solicitation or general advertising (each, within the meaning of Regulation D under the Securities Act) in connection with the offer or sale of the Sale Shares.

Yours Sincerely,
For United Spirits Limited


V. S. Venkataraman
Company Secretary