ROHITASHWA PODDAR

FLAT NO. D 401-501 RAHEJA VIVAREA SANE GURJUI MARG SAAT RASTA JACOB CIRCLE , MAHALAXMI MUMBAI-400013

October 20, 2022

To, **BSE Limited** Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code – 523628	To, **The National Stock Exchange of India,** Exchange Plaza, 5th Floor, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 Scrip Symbol - PODDARHOUS

SUB: ADVANCE INTIMATION UNDER REGULATION 10(5) OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 ["SEBI (SAST) REGULATIONS"] FOR THE PROPOSED ACQUISITION OF 25,82, 672 EQUITY SHARES OF PODDAR HOUSING AND DEVELOPMENT LIMITED ("PHDL")

Dear Sir,

I Rohitashwa Poddar, Promoter of Poddar Housing and Development Limited (PHDL) holds 9,66,353 (15.30%). I propose to acquire 25,82,672 Equity shares of PHDL representing 40.89% of its paid-up equity share capital from the following promoters group entities as under

Name of shareholder Seller	Entity Type	No. of equity shares to be sold
Poddar Amalgamated Holdings Pvt Ltd	Promoter Group	18,57,700
Brite Merchants Ltd	Promoter Group	1,87,547
Janpriya Traders Ltd	Promoter Group	53,328
Poddar Bhumi Holdings Limited	Promoter Group	3,72,097
Dipak Kumar Poddar	Promoter	1,12,000
TOTAL		25,82,672

In this regard, please find enclosed the requisite prior intimation in accordance with Regulation 10(5) of the SEBI (SAST) Regulations.

Kindly take the information on record.

Yours Faithfully,

Rohitashwa Poddar

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Mr. Rohitashwa Poddar

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Format for Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1		Name of the Target Company (TC)	**Poddar Housing and Development Limited**
2		Name of the acquirer(s)	Mr. Rohitashwa Poddar
3		Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes
4.		Details of the proposed acquisition	
	a	Name of the person(s) from whom shares are to be acquired	1. Poddar Amalgamated Holdings Pvt Ltd, 2. Brite Merchants Ltd, 3. Janpriya Traders Ltd 4. Poddar Bhumi Holdings Limited 5. Mr. Dipak Kumar Poddar
	b	Proposed date of acquisition	On or after 31st October, 2022
	c	Number of shares to be acquired from each person mentioned in 4(a) above	1. Poddar Amalgamated Holdings Pvt Ltd- 18,57,700 shares 2. Brite Merchants Ltd- 1,87,547 shares 3. Janpriya Traders Ltd- 53,328 shares 4. Poddar Bhumi Holdings Limited- 3,72,097 Shares 5. Dipak Kumar Poddar- 1,12,000 shares
	d	Total shares to be acquired as % of share capital of TC	2582672 Shares – 40.89%
	e	Price at which shares are proposed to be acquired	Price not exceeding the limits provided in proviso (i) to Regulation 10(1)(a) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ['SEBI (SAST) Regulations']

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	f	Rationale, if any, for the proposed transfer	Inter se transfer of equity shares among promoters and promoter group of PHDL to consolidate the holding in PHDL
5.		Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Regulation 10(1)(a)(ii) of the SAST Regulations
6.		If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	The shares of the TC are frequently traded in terms of Regulation 2(1)(j) of the SEBI (SAST) Regulations. The volume weighted average market price for a period of sixty trading days preceding the date of issuance of this notice as traded on the Stock Exchange where the maximum value of trading in the shares of the TC are recorded during such period is Rs. 199.12 per share
7.		If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not applicable
8.		Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	Refer Declaration in Annexure 1
9.		Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)	
10.		Declaration by the acquirer that all the conditions specified under	

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Shareholding details	Before the proposed transaction		After the proposed transaction	
	No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
ACQUIRER(S) AND PACS (OTHER THAN SELLERS)				
Rohitashwa Poddar	9,66,353	15.25%	35,49,025	56.19%
SELLER (S)				
Poddar Amalgamated Holdings Pvt Ltd	18,57,700	29.42%	NIL	NIL
Brite Merchants Ltd	1,87,547	2.97%	NIL	NIL
Janpriya Traders Ltd	53,328	0.84%	NIL	NIL
Poddar Bhumi Holdings Limited	6,76,540	10.71%	3,04,443	4.82%
Dipak Kumar Poddar	1,12,000	1.77%	NIL	NIL
Total	38,53,468	61.01%	38,53,468	61.01%

Kindly take the information on record.

Yours Faithfully,

Rohitashwa Poddar
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Mr. Rohitashwa Poddar

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October 20, 2022

To, **BSE Limited** Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code – 523628	To, **The National Stock Exchange of India,** Exchange Plaza, 5th Floor, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 Scrip Symbol - PODDARHOUS

SUB: DECLARATION BY ACQUIRER IN RESPECT OF ACQUISITION UNDER REGULATION 10(1)(A) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 ("SEBI (SAST) REGULATIONS")

I, Rohitashwa Poddar, Acquirer & Promoter of Poddar Housing and Development Limited, hereby declare that:

1. I propose to acquire 25,82,672 Equity Shares representing 40.89% of Paid up capital of Poddar Housing and Development Limited by way of inter se transfer from Brite Merchants Limited, Janpriya Traders Limited and Poddar Amalgamated Holdings Pvt Ltd, Poddar Bhumi Holdings Limited & Dipak Kumar Poddar ("Transferors") in compliance with regulation 10(1)(a) (ii) of the SEBI (SAST) Regulations.

Name of shareholder	Entity Type	Total nos. shares held
Poddar Amalgamated Holdings Pvt Ltd	Promoter Group	18,57,700
Brite Merchants Ltd	Promoter Group	1,87,547
Janpriya Traders Ltd	Promoter Group	53,328
Poddar Bhumi Holdings Limited	Promoter Group	3,72,097
Dipak Kumar Poddar	Promoter	1,12,000
	Total	25,82,672

2. The acquisition price at which the aforesaid inter se transfer will be executed, shall not exceed twenty-five per cent of the volume-weighted average market price for a period of sixty trading days preceding the date of issuance of notice under regulation 10(5) of the SEBI (SAST) Regulations, i.e. Rs.199.12

3. The Transferor and the Transferee have complied / will comply with the applicable disclosure requirements in Chapter V of the SEBI (SAST) Regulations.

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4. All the conditions as specified under regulation 10(1)(a) of the SEBI (SAST) Regulations with respect to exemptions have been duly complied with.

Yours Faithfully,

Rohitashwa Poddar
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Mr. Rohitashwa Poddar