

A V S R HOLDINGS PRIVATE LIMITED

Regs. Off. NCC House, Sy. No. 64. Madhapur, Hyderabad - 500 081.

CIN: U67120TG2005PTC045117

Ph.No: 040-23268914

Date: 30th March, 2017

To,
The Secretary
National Stock Exchange of India Ltd
5th Floor, Exchange Plaza
Bandra - Kurla Complex
Bandra (E)
MUMBAI - 500 051

The Secretary
Bombay Stock Exchange Ltd,
1st Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort
MUMBAI - 400 001

Scrip Code: BSE - 500294 & NSE: NCC

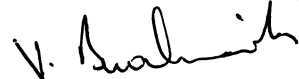
Dear Sir,

**Sub: Intimation under Regulation 31(1) of the Securities and Exchange Board of India
(Substantial Acquisition of shares and takeovers) Regulations, 2011**

We are forwarding herewith disclosure under Regulation 31(1) of the Securities and Exchange Board of India (Substantial Acquisition of shares and takeovers) Regulations, 2011 regarding **pledge creation** of Equity shares held by our company in NCC Limited in the prescribed format.

Please take the same on your record.

Thanking you
For A V S R Holdings Private Limited

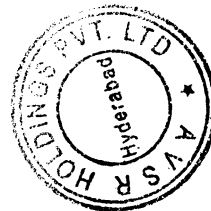

V. Brahmaiah
Director
(DIN: 00173124)



CC to: The Company Secretary
NCC Limited

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

NCC Limited														
Bombay Stock Exchange Limited														
AND														
The National Stock Exchange of India Ltd														
30-03-2017														
A V S R Holdings Private Limited														
Pledge Creation														
Details of the creation of encumbrance:														
Name of the Promoter(s) or PACs with him(**)	Promoter holding in the target company (1)			Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)						Post event holding of encumbered shares (creation (2)+(3)) / release [(2)-(3)) / invocation (2)-(3)]		
	No. of shares	% of total share capital	% w.r.t diluted share capital (*)	No. of shares	% of total share capital	Type of event (Creation/r lease/ invocation)	Date of creation/ invocation/ release of encumbrance	Type of encumbrance (Pledge/Lien/ non disposal undertaking/o thers)	Reason for Encumbrance	No. of shares	% of total share capital	Name of the Entity in whose favour shares are encumbered	No. of shares	% of Total share capital
AVS Raju	4,188,060	0.7533	0.75	-	0.00	-	-	-	-	-	0.00	-	-	0.00
AAV Ranga Raju	13,563,196	2.44	2.44	9,750,000	1.75	-	-	-	-	-	0.00	-	9,750,000	1.75
ASN Raju	8,652,215	1.56	1.56	3,900,000	0.70	-	-	-	-	-	0.00	-	3,900,000	0.70
AGK Raju	9,759,080	1.76	1.76	7,182,000	1.29	-	-	-	-	-	0.00	-	7,182,000	1.29
AVN Raju	7,985,791	1.44	1.44	7,000,000	1.26	-	-	-	-	-	0.00	-	7,000,000	1.26
A Narayana Raju	8,858,806	1.59	1.59	7,000,000	1.26	-	-	-	-	-	0.00	-	7,000,000	1.26
A Srinivas Rama Raju	3,346,668	0.60	0.60	3,135,000	0.56	-	-	-	-	-	0.00	-	3,135,000	0.56
AV Satyanarayanaamma	7,288	0.00	0.00	-	-	-	-	-	-	-	0.00	-	-	0.00
A Suguna	68,202	0.01	0.01	-	-	-	-	-	-	-	0.00	-	-	0.00
A Shyama	99,902	0.02	0.02	-	-	-	-	-	-	-	0.00	-	-	0.00
A S Jyothirmayi	308,091	0.06	0.06	-	-	-	-	-	-	-	0.00	-	-	0.00
A Arundhati	847,222	0.15	0.15	-	-	-	-	-	-	-	0.00	-	-	0.00
A Bharathi	124,059	0.02	0.02	-	-	-	-	-	-	-	0.00	-	-	0.00
A Neelavathi Devi	73,281	0.01	0.01	-	-	-	-	-	-	-	0.00	-	-	0.00
A Sridevi	113,884	0.02	0.02	-	-	-	-	-	-	-	0.00	-	-	0.00
M Swetha	1,225,530	0.22	0.22	-	-	-	-	-	-	-	0.00	-	-	0.00
A Sri Harsha Varma	41,780	0.01	0.01	-	-	-	-	-	-	-	0.00	-	-	0.00
IV Ranga Raju	3,015,916	0.54	0.54	-	-	-	-	-	-	-	0.00	-	-	0.00
J Sridevi	187,859	0.03	0.03	-	-	-	-	-	-	-	0.00	-	-	0.00
J Sowjanya	409,166	0.07	0.07	-	-	-	-	-	-	-	0.00	-	-	0.00
J K Chaitanya Varma	106,121	0.02	0.02	-	-	-	-	-	-	-	0.00	-	-	0.00
B Kausalya	11,090	0.00	0.00	-	-	-	-	-	-	-	0.00	-	-	0.00
M/s. A V S R Holdings Private Limited	36,352,278	6.54	6.54	8,690,280	1.56	Creation	29-03-217	Pledge	-	7,625,000	1.37	Aditya Birla Finance Limited	16,315,280	2.93
M/s. Narasimha Developers Private Limited	1,516,179	0.27	0.27	-	-	-	-	-	-	-	0.00	-	-	0.00
M/s. Amesh Ventures Private Limited	4,259,666	0.77	0.77	-	-	-	-	-	-	-	0.00	-	-	0.00
M/s. Avathesh Property Developers Private Limited	3,467,000	0.62	0.62	-	-	-	-	-	-	-	0.00	-	-	0.00
M/s. Bhuvanesh Realtors Private Limited	940,000	0.17	0.17	-	-	-	-	-	-	-	0.00	-	-	0.00
TOTAL	109,528,330	19.70	19.70	46,657,280	8.39	-	-	-	-	7,625,000	1.37	-	54,282,280	9.76



Signature *V. Bhuvanesh*
Place: Hyderabad
Date: 30th March, 2017