



July 17, 2013

National Stock Exchange of India Limited
Exchange Plaza,
Plot No. C-1, G Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai – 400 051

Dear Sirs,

Re: Disclosure u/r 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

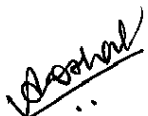
Symbol: RUCHISOYA

Pursuant to Regulation 29(2) read with Regulation 29(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (the said Regulations), we make the necessary disclosure in the form specified under the said Regulations.

Kindly take the same on your record and acknowledge receipt.

Thank you.

Yours faithfully,
for JM Financial Products Limited


Ankur Shah
NB Company Secretary

Encl: a/a



Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Ruchi Soya Industries Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	JM Financial Products Limited JM Financial Services Limited JM Financial Commtrade Limited		
3. Whether the acquirer belongs to Promoter/Promoter Group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t total share/voting capital wherever applicable (#)	% w.r.t total diluted share/voting capital of the TC (*) (#)
<u>Before the acquisition/disposal under consideration, holding of:</u>			
a) Shares carrying voting rights			
(1) JM Financial Products Limited	5,29,74,956 ^a	15.89%	15.89%
(2) JM Financial Services Limited	6,72,629 ^b	0.20%	0.20%
b) ~~Voting rights (VR) otherwise than by shares~~	~~-~~	~~-~~	~~-~~
c) ~~Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)~~	~~-~~	~~-~~	~~-~~
Total (a+b+c)	5,36,47,585	16.09%	16.09%
<u>Details of acquisition/(sale)</u>			
a) Shares carrying voting rights acquired/(sold) ^c			
(1) JM Financial Products Limited	40,09,233	1.20%	1.20%
(2) JM Financial Services Limited	(6,22,604)	(0.19%)	(0.19%)
b) ~~VRs acquired /sold otherwise than by shares~~	~~-~~	~~-~~	~~-~~
c) ~~Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold~~	~~-~~	~~-~~	~~-~~
Total (a+b+c)	33,86,629	1.01%	1.01%

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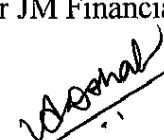
After the acquisition/(sale), holding of :			
a) Shares carrying voting rights			
(1) JM Financial Products Limited	5,69,84,189 ^d	17.07%	17.07%
(2) JM Financial Services Limited	50,025 ^e	0.01%	0.01%
b) ~~VRs otherwise than by shares~~	-	-	-
c) ~~Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition.~~	-	-	-
Total (a+b+c)	5,70,34,214	17.08%	17.08%
6. Mode of acquisition / sale (e.g. open market / off- market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Off market		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Creation of encumbrance on shares resulting in aggregation of more than 2% on July 15, 2013.		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale (#)	33,34,39,622 Equity Shares		
9. Equity share capital/total voting capital of the TC after the said acquisition/sale (#)	33,39,22,572 Equity Shares		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	33,39,22,572 Equity Shares		
(*) (#)			

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(#) The total shares/voting capital and the total diluted shares/voting capital of the TC has been derived from the latest shareholding pattern of TC available on the website of BSE Limited (i.e. www.bseindia.com).

- These shares are held as collateral, to secure the loan sanctioned/ given to borrower(s) as on September 27, 2012.
- These shares are held as margin from the client(s) as on September 27, 2012.
- This disclosure is made since creation of encumbrance (gross) in aggregate exceeded the threshold limit for disclosure.
- These shares are held as collateral, to secure the loan sanctioned/ given to borrower(s) as on July 15, 2013.
- These shares are held as margin from the client(s) as on July 15, 2013.

for JM Financial Products Limited


Ankur Shah
Company Secretary

Place: Mumbai
Date: July 17, 2013