SOYUMM MARKETING PRIVATE LIMITED

Ruchi House, Royal Palms, Survey No. 169, Aarey Colony, Goregaon (E) - 400065

To,

20.10.2012

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Tower,
Dalal Street, Mumbai 400 001

National Stock Exchange of India Ltd.,
"Exchange Plaza", Bandra-Kurla Complex,
Bandra (E), Mumbai – 400 051

Ruchi Soya Industries Limited
614, Tulsiani Chambers, Nariman Point,
Mumbai – 400 021

Dear Sir,

Sub: Disclosure under Regulation 31 (1) of SEBI (Substantial Acquisition of Shares and Takeovers), Regulations, 2011

This is to inform that we have pledged 24,54,076 equity shares of Rs.2/- each of Ruchi Soya Industries Limited on 11th October, 2012.

In regard to the said transaction, we enclose herewith the relevant form for creation of encumbrance in terms of Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulation, 2011.

Please find the above in order and acknowledge the receipt hereof.

Thanking you,

For SOYUMM MARKETING PVT. LTD.

H. M. Lakhi

DIRECTOR

Encl. : a/a.

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							
Name of the Target Company (TC)			Ruchi Soya Industries Limited				
Name of the Promoter(s) on whose shares encumbrance was created/invoked/released (tick the relevant one)			Soyumm Marketing Private Limited				
Date of reporting			20.10.2012				
Name of the Stock Exchanges where the shares of the target company are listed			BSE and NSE				
Details of promoters' holding : (The term "event" indicate creation/invocation/release of encumbrance, as the case may be)							
Promoter(s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance		Post Event Holding (encumbered shares to be excluded)		(*) Details of encumbrance (Pledge/lien or others- give details
Name	Number of shares	% of Total Share Capital	Type- Creation/ ~~invocation/release~~	Date(s)	Number of shares	% of Total Share Capital	
Soyumm Marketing Pvt. Ltd.	59,45,028 (excluding encumbered shares)	1.78%	Creation of encumbrance on 24,54,076 equity shares	11.10.2012	34,90,952	1.05%	Pledge of 2454076 Shares in favour of JM Financial Products Ltd.'

(*) Details shall include the details regarding the provision(s) on whose favour the encumbrance has been created and other important features of such encumbrance

Note: As on date the total holding of Soyumm Marketing is 2,80,36,529 Shares out of which 2,45,45,577 equity shares have been encumbered.

For Soyumm Marketing Private Limited

H.M. Lakhi

Director

Place : Mumbai
Date : 20.10.2012