



August 22, 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(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

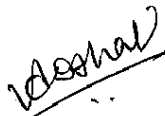
Symbol: RUSHIL

Pursuant to Regulation 29(1) 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
Company Secretary

Encl: a/a



Disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Rushil Décor Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	JM Financial Products Limited JM Financial Services 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 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 under consideration, holding of:</u>			
a) Shares carrying voting rights			
(1) JM Financial Products Limited	5,87,725^a	4.08%	4.08%
(2) JM Financial Services Ltd	50,143^b	0.35%	0.35%
b) ~~Voting rights (VR) otherwise than by equity 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)	6,37,868	4.43%	4.43%
<u>Details of acquisition</u>			
a) Shares carrying voting rights acquired			
JM Financial Products Limited	1,10,000	0.76%	0.76%
b) ~~VRs acquired otherwise than by equity 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~~	~~-~~	~~-~~	~~-~~
Total (a+b+c)	1,10,000	0.76%	0.76%

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**After the acquisition, holding of :**

- a) Shares carrying voting rights
 (1)JM Financial Products Limited
 (2)JM Financial Services Ltd
 b) ~~VRs otherwise than by equity 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.~~

6,97,725 ^a	4.84%	4.84%
50,143 ^b	0.35%	0.35%
-	-	-
-	-	-
7,47,868	5.19%	5.19%

Total (a+b+c)

6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer etc).

JM Financial Products Limited

Creation of encumbrance on shares held as collateral to secure the loan sanctioned/given to borrower(s).

This disclosure is made under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 read with Regulation 29(4) of the said Regulations.

7. Date of acquisition of / date of receipt of intimation of allotment of shares/ VR/ warrants/ convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.

August 20, 2013

8. Equity share capital / total voting capital of the TC before the said acquisition (#)

1,44,00,000 Equity shares

9. Equity share capital/total voting capital of the TC after the said acquisition (#)

1,44,00,000 Equity shares

10. Total diluted share/voting capital of the TC after the said acquisition. (*) (#)

1,44,00,000 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).

a These shares are held as collateral to secure the loan sanctioned/given to the borrower(s)

b These shares are held as margin from the client(s)

for JM Financial Products Limited

Ankur Shah

Company Secretary

Place: Mumbai

Date: August 22, 2013