SOYUMM MARKETING PRIVATE LIMITED

Ruchi House, Royal Palms, Survey No.169, Aarey Colony, Goregaon (E), Mumbai - 400 065

To,

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

Delhi Stock Exchange Limited
DSE House, 3/1, Asaf Ali Road, New Delhi - 110002

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

Date : 3.4.2012

Dear Sir,

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

Please find enclosed herewith disclosure regarding creation of encumbrance by the Company, being an entity of promoter group of Ruchi Soya Industries Limited, in terms of Regulation 31(1) read with reg 31(3) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011.

Please find the same in order.

Thanking you,
Yours faithfully,
For Soyumm Marketing Private Limited

H. U. 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 Ltd.
Name(s) of the Promoter(s) on whose shares encumbrance was created / invoked / released (tick the relevant one)	Soyumm Marketing Private Limited
Date of reporting	3rd April, 2012
Names of the stock exchanges where the shares of the target company are listed	BSE, NSE, DSE

Details of the promoters' holding:
(The term "event" indicates 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 encum-brance (pledge /lien or others-give details
Names	Number	% of total share capital	Type-creation invocation / release	Date(s)	Number	% of total share capital	
Soyumm Marketing Private Limited	16,73,466 (excluding encumbered shares)	0.50%	Creation of encumbrance on 3,44,000 equity shares	24/03/2012	13,29,466	0.40%	286450 shares and 57,550 shares encumbered in favour of JM Financial Products Ltd., Mumbai and JM Financial Services P.Ltd., Mumbai respectively.

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

Note : As on date, the total holding of the Company is 2,36,20,967 shares out of which 2,20,91,501 equity shares have been encumbered.

For Soyumm Marketing Private Limited

H.M. Lakhotia

Director

Place : Mumbai
Date : 3/4/2012