

March 21, 2013

To
The Company Secretary
Rupa and Company Limited
Metro Tower, 8th Floor,
1, Ho Chi Minh Sarani
Kolkata – 700 071

Sub: Disclosure pursuant to Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Re: Scrip Code 533552 / RUPA

Dear Sir/Madam,

Pursuant to the Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, enclosed please find herewith the required disclosure under the regulation for your records and reference.

Kindly take note of the above information for your records.

Thanking you,

Yours faithfully,

For **Topview Enclaves LLP**



(B L Mittal)
Designated Partner

Encl: As above

C.C.

✓ 1. **Manager - Listing**
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra- Kurla Complex
Bandra (East)
Mumbai – 400 051
Tel.: 022- 2659 8235-36/Fax: 022- 2659 8237-38

2. **Manager – Listing**
Listing Department
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata – 700 001
Tel.: 033- 4025 3017/Fax: 033- 4025 3030

3. **The General Manager**
Department of Corporate Services
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai – 400 001
Tel.: 022- 2272 1233-34/Fax: 022- 2272 1557

4. **Manager – Listing**
Jaipur Stock Exchange Ltd.
Stock Exchange Building,
Jawahar Lal Nehru Marg,
Malviya Nagar, Jaipur – 302 017
Tel.: 0141- 2729094/Fax: 0141- 2729082

DISCLOSURE UNDER REGULATION 29(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011			
Name of the Target Company (TC)	Rupa & Company Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Topview Enclaves LLP		
	Shri Krishna Creative Ideas LLP		
	Microsec Financial Services Limited		
	Topview Farming LLP		
Whether the acquirer belongs to Promoter/Promoter group	Not Applicable		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited, National Stock Exchange of India Limited, The Calcutta Stock Exchange Limited and Jaipur Stock Exchange Limited		
Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights (Refer Note: 1)	35,52,440	4.47	4.47
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)	-	-	-
d) Total (a+b+c)	35,52,440	4.47	4.47
Details of acquisition (Refer Note : 2)			
a) Shares carrying voting rights acquired	36,76,000	4.62	4.62
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	-	-	-
d) Total (a+b+c)	36,76,000	4.62	4.62
After the acquisition, holding of:			
a) Shares carrying voting rights	72,28,440	9.09	9.09
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	-	-	-
d) Total (a+b+c)	72,28,440	9.09	9.09
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Refer Note- 2		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares etc.	Not Applicable		
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.	March 20, 2013		
Equity share capital / total voting capital of the TC before the said acquisition	7,95,24,560 Equity shares of Re. 1/- each		
Equity share capital/ total voting capital of the TC after the said acquisition	7,95,24,560 Equity shares of Re. 1/- each		
Total diluted share/voting capital of the TC after the said acquisition	7,95,24,560 Equity shares of Re. 1/- each		
Note: (*) 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.			

For Topview Enclaves LLP

Designated Partner

Place: Kolkata

Date: March 21, 2013



Note:**1. Before the acquisition/ holding details are as under:**

Name	Type of Holding	No. of Shares	%age
Topview Enclaves LLP	Direct Holding	39,257	0.05
Shri Krishna Creative Ideas LLP	Direct Holding	30,00,000	3.77
Microsec Financial Services Limited	Pledgee	5,13,183	0.65
Total		35,52,440	4.47

2. Topview Enclaves LLP, Shri Krishna Creative Ideas LLP, Microsec Financial Services Limited and Topview Farming LLP are part of the same group. Presently, Standard Textiles Private Limited and Standard Credit Capital Private Limited are holding 18,46,000 Equity Shares i.e. 2.32% and 18,30,000 Equity Shares i.e. 2.30% of Rupa & Company Limited respectively. On March 20, 2013, Topview Farming LLP has become a designated partner in Sarvopari Consultants LLP which holds 99.93% in Standard Credit Capital Private Limited. On the same date, Topview Farming LLP has also become a designated partner in Virochan Consultants LLP which holds 99.93% in Standard Textiles Private Limited.

