Shriram Enterprise
HOLDINGS PRIVATE LIMITED

Date: 20.07.2012

Shriram City Union Finance Ltd
123 Angappa Naicken Street
Chennai 600001

Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Tower
Dalal Street
Mumbai 400 001

Madras Stock Exchange Ltd.
Exchange Building
P.B.No.183,
11, Second Line Beach
Chennai 600 001

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

Dear Sir,

Sub: **Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Pursuant to Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, We enclose herewith the disclosure showing the details of our transfer of Equity Shares in Shriram City Union Finance Limited to Shriram Retail Holdings Private Limited through Off Market.

Kindly acknowledge receipt

Thanking you,

Yours faithfully
For SHRIRAM ENTERPRISE HOLDINGS PRIVATE LIMITED,

D V Ravi
Director

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

1. Name of the Target Company (TC)	SHRIRAM CITY UNION FINANCE LTD		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	SHRIRAM RETAIL HOLDINGS PRIVATE LTD (SRHPL)		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes, the acquirer is a promoter of the TC		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE LTD, NATIONAL STOCK EXCHANGE OF (INDIA) LTD, MADRAS STOCK EXCHANGE LTD		
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/votin g capital of the TC(*)
Before the ~~acquisition~~/disposal under consideration, holding of: a) Shares carrying voting rights 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 T C (specify holding in each category)	17,921,462 equity shares - -	34.22% - -	30.55% - -
Total (a+b+c)	17,921,462 equity shares	34.22%	30.55%
Details of ~~acquisition~~/sale a) Shares carrying voting rights ~~acquired~~/sold 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	17,921,462 equity shares - -	34.22% - -	30.55% - -
Total (a+b+c)	17,921,462 equity shares	34.22%	30.55%

After the ~~acquisition~~/sale, holding of: a) Shares carrying voting rights 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)	-	-	-
6. Mode of ~~acquisition~~ / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Off -market inter-se transfer of shares in terms of Regulation 10(1)(a)(ii) between the promoters of the TC		
7. Date of ~~acquisition~~ / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	18.07.2012		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs.52,36,72,090 (5,23,67,209 Equity Shares of Rs. 10/- each)		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs.52,36,72,090 (5,23,67,209 Equity Shares of Rs. 10/- each)		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	#Rs.58,65,50,000 (5,86,55,000 Equity Shares of Rs. 10/- each)		

Note : 1. SEHPL is the wholly owned subsidiary of SRHPL
2. Shriram Capital Limited – Holdings Company of the SRHPL is presently holding 23,00,000 Equity Shares aggregating 4.39% in the target Company.
3. Total diluted share / voting capital of the TC is indicated on assumption of the conversion of outstanding warrants / ESOP

For SHRIRAM ENTERPRISE HOLDINGS PRIVATE LIMITED

D V RAVI
DIRECTOR

Place: Chennai
Date: 20.7.2012