



October 23, 2019

To,
Corporate Relationship Department
BSE Limited
P.J. Tower, Dalal Street,
Fort, Mumbai
Script Code: 524324

To,
Listing Compliances
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai - 400051
Symbol: SEYAIND

Ref: Disclosure dated October 21, 2019 made by Beacon Trusteeship Limited under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011.

Sub: Intimation and clarification regarding invocation of pledge by Beacon Trusteeship Limited

Dear Sir / Madam,

With reference to the captioned subject and reference, we would like to inform that the Company had executed a Debenture Trust Deed ("DTD") dated March 8, 2019, inter alia, with Beacon Trusteeship Limited ("Beacon") (as debenture trustee) and a SEBI registered Alternate Investment Fund (as an investor and debenture holder).

Under the DTD, the investor / debenture holders had agreed to subscribe to non-convertible debentures ("NCD") of the Company in two tranches. The investor / debenture holder subscribed to first tranche of the NCDs, however, failed to subscribe, and honour their obligations, to subscribe second tranche of the NCDs, which affected the fund raising planned by the Company. Under the circumstances, the Company, the debenture holders and the said investor have exchanged various communications / notices in order to address and amicably settle the differences and disputes between the parties. Pending the amicable settlement and dispute resolution, the Company did not pay the first coupon payment on the NCDs as, inter alia, the Company had proposed to adjust / appropriate the first coupon payment towards the funds to be infused by the investor / debenture holders towards subscription of the second tranche of the NCDs which would have partly fulfilled the obligations of the investor / debenture holders towards the Company under the DTD. Pending such negotiations and discussions, Beacon / investor had, with malafide intention, issued a default notice on certain alleged grounds including non-payment of first coupon (which was subject matter of discussion / settlement) and wrongful downgrading of the Company's rating by CARE (please refer our earlier press release dated October 16, 2019 & October 17, 2019), which was immediately refuted and defended by the Company. The Company had also invoked arbitration under the DTD failing such

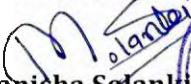




amicable dispute resolution through negotiation and cautioned Beacon and the investor to resist from taking any coercive actions against the Company and/or security providers (which includes the Company's equity shares pledged by the promoter).

In the aforesaid facts and circumstances of the matter, the Company would like to clarify that Beacon / debenture holders have wrongfully invoked the pledge on the Company's equity shares provided as security by the promoter of the Company. The Company and security providers are evaluating all possible remedies / actions to protect its and security providers interests in the matter.

For and on behalf of
Seya Industries Limited


Manisha Solanki
Company Secretary

