

SHREYAS K. DOSHI

405, Dharam Palace, 100-103, N.S.Patkar Marg, Mumbai - 400 007.

☎ 66373500

October 20, 2012

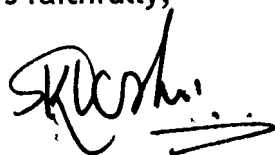
The Secretary
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

**Sub: Disclosure of encumbrance of shares in terms of
Regulation 31 (3) of SEBI (Substantial Acquisition of Shares and
Takeovers)(Amendment) Regulations, 2011.**

Pursuant to Regulation 31(3) of SEBI (Substantial Acquisition of Shares and Takeovers)(Amendment) Regulations, 2011, I hereby inform you that on 19th October, 2012, I have pledged 53,50,000 equity shares of Shrenuj & Company Limited out of 1,18,78,712 shares held by me in favour of STCI Finance Limited. Please find herewith the details of creation of shares encumbrance in the prescribed format.

Kindly take the same on record.

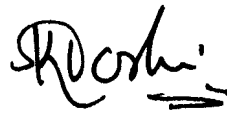
Yours faithfully,



SHREYAS K. DOSHI

Encl.: as above.

c.c. The Manager
Listing Department,
National Stock Exchange of India Ltd.
"Exchange Plaza", C - 1, Block G,
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400 051.

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)			SHRENUJ & COMPANY LIMITED						
Name of the Promoter(s) on whose shares encumbrance was created/ ~~invoked~~ / released- √			SHREYAS K. DOSHI						
Date of reporting			20-10-2012						
Names of the stock exchanges where the shares of the target company are listed			BSE Limited National Stock Exchange of India Limited						
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 encumbrance (pledge/lien or others- give details	
Names		Number	% of total share capital	Type - creation/ invocation / release	Date (s)	Number	% of total share capital		
SHREYAS K. DOSHI		11878712	15.51	CREATION	19.10.2012	6528712	8.52	Pledge of 53,50,000 shares in favour of STCI Finance Ltd.	
(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance.									
Place : Mumbai Date : 20th October, 2012.  SHREYAS K. DOSHI									