ASHISH GOYAL
85, Janki Nagar Main, Indore (M.P.) -452001

Dated: 17.01.2014

To,
The Manager, Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G-Block,
Bandra-Kurla, Complex, Bandra (E)
Mumbai – 400 051

Subject :- Disclosure in terms of sub-regulation (2) of Regulation 29 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Intimation Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 (Regulation 13 (3) and (6).

Dear Sir,

As per Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997, We hereby enclose duly filled form of disclosure for open market purchase of 31291 Equity Shares of **M/s Sitashree Food Products Ltd.** on 16th January 2014 and Form D under Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 (Regulation 13 (3) and (6).

Please take the same on your record and information.

Thanking you,

Yours faithfully,

Name of Acquirer
Ashish Goyal
(Promoter & Director of Sitashree Food Products Ltd.)
Encl: As above.

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company

Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/ Director/ Officer.	*No. & % of shares/ voting rights held by the Promoter /Person who is part of Promoter Group/ Director/ Officer*	*Date of receipt of allotment advice/ acquisition / sale of shares/ voting rights*	*Date of intimation to company*	*Mode of acquisition (market purchase/ public/rights/ preferential offer, etc.) /sale*	*No. & % of shares/ voting rights post acquisitio n/ sale*	*Trading Member through whom the trade was executed with SEBI Registrati on No. of the TM*	*Exch-nge on which the trade was execu-uted*	*Buy quantity*	*Buy value*	*Sell qua ntity*	*Sell value*
ASHISH GOYAL AHJPG3882G 85, JANKI NAGAR, INDORE (M.P.)	3078795 & 13.97%	16.01.2014	17.01.2014	Open market purchase	3110086 & 14.11%	Kotak Securities Ltd. SEBI REGN.N O.INB 01080815 3	BSE	31291	248462.98	-	-

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

1. Name of the Target Company (TC)	SITASHREE FOOD PRODUCTS LIMITED		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	ASHISH GOYAL		
3. Whether the acquirer belongs to Promoter/Promoter group	YES		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BOMBAY STOCK EXCHANGE NATIONAL STOCK EXCHANGE		
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/voting capital of the TC(*)
Before the acquisition/disposal under consideration, holding of:			
a) Shares carrying voting rights	3078795	13.97%	9.04%
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)	-	-	-
Total (a+b+c)	3078795	13.97%	9.04%
Details of acquisition			
a) Shares carrying voting rights acquired	31291	0.14%	0.09%
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			
Total (a+b+c)	31291	0.14%	0.09%
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.	3110086 - -	14.11% - -	9.13 - -
Total (a+b+c)	3110086	14.11%	9.13
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open market purchase		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	16.01.2014		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	22036800		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	22036800		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	34036800		

(*) 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.

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Signature of the acquirer / seller / Authorised Signatory

Place: Indore
Date: 17.01.2014