



pharmaceuticals ltd.

Regd.&Corporate Office :
Plot No. 19-111, Road No. 71,
Opp. Bharatiya Vidya Bhavan Public School,
Jubilee Hills Hyderabad - 500 096. A.P. INDIA,
Tel : +91-40-6628 8888, Fax : +91-40-2355 1402

By Email

July 25, 2013

Stock Code : BSE: 532815
NSE : SMSPHARMA

Bombay Stock Exchange Limited
Corporate Relationship Department
2nd Floor, New Trading Wing
Dalal Street, Mumbai-400 001.

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No.C/1
G Block, Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.

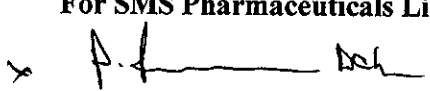
Dear Sirs,

Sub: Disclosures under Regulation 29 (2) and 10 (6) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

We are submitting herewith the statement showing the details of the Disclosures under Regulation 29 (2) and 10 (6) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in our company as on 25th July, 2013. This is for your information and record.

Please take the same on your records.

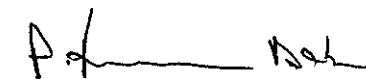
Yours faithfully,
For SMS Pharmaceuticals Limited


Ramesh Babu Potluri
Chairman and Managing Director

Encl : a/a/

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

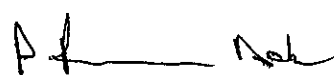
Name of the Target Company (TC)	SMS PHARMACEUTICALS LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Ms. Hima Bindu Potluri		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	(1) BSE Limited. (2) National Stock Exchange of India Limited.		
Details of the acquisition / disposal 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/disposal under consideration, holding of :			
a) Shares carrying voting rights	12,37,336	12.35	12.35
b) Voting rights (VR) otherwise than by equity shares	NA	NA	NA
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)	NA	NA	NA
d) Total (a+b+c)	12,37,336	12.35	12.35
Details of acquisition/sale			
a) Shares carrying voting rights acquired	NA	NA	NA
b) VRs acquired otherwise than by equity shares	NA	NA	NA
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	NA	NA	NA
d) Total (a+b+c)	NA	NA	NA
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	12,37,336	14.38	14.38

x 

b) VRs otherwise than by equity shares	NA	NA	NA
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	NA	NA	NA
d) Total (a+b+c)	12,37,336	14.38	14.38
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.)	No equity shares have been acquired by Ms. Hima Bindu Potluri, the increase in voting rights is only a consequential effect of reduction in equity capital on account of the extinguishment of shares purchased by the Company under Buyback from Open Market through Stock Exchange Route.		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of letter received from CDSL on extinguishment of equity shares: July 25, 2013 Total Shares extinguished: 14,08,529		
Equity share capital / total voting capital of the TC before the said acquisition/sale	1,00,15,203 Equity shares of Rs.10/- each aggregating to Rs. 10,01,52,030		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	Post extinguishment of equity shares confirmed by CDSL on July 25, 2013 86,06,674 Equity shares of Rs.10/- each aggregating to Rs. 8,60,66,740		
Total diluted share/voting capital of the TC after the said acquisition/sale	86,06,674 Equity shares of Rs.10/- each aggregating to Rs. 8,60,66,740		

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.

x 

RAMESH BABU POTLURI

Signature of the acquirer / Seller/ Authorised Signatory

(Signed under authority on behalf of all the Acquirers)

Place: Hyderabad

Date: July 25, 2013

Format for Disclosures under Regulation 10(6) – Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	SMS PHARMACEUTICALS LIMITED
2.	Name of the acquirer(s)	(1) Hima Bindu Potluri (2) Ramesh Babu Potluri (3) T V V S N Murthy (4) Potluri Hire Purchase And Finance Private Limited (5) T Annapurna (6) T V V S N Murthy (HUF) (7) Gopineedi Sudeepthi (8) Vamsi Krishna Potluri (9) Trilok Potluri (10) T V Praveen (11) Satya Vani Potluru (12) Raghavendraraao Potluri (13) Hari Kishore Potluri (14) P Suresh Babu (15) Sukumari Koneru (16) Madanagopalaswamy Gopineedi
3.	Name of the stock exchange where shares of the TC are listed	(1) BSE Limited (2) National Stock Exchange of India Limited.
4.	Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.	(1) The Company has bought back an aggregate of 14,08,529 equity shares of Rs.10/- each from the public shareholders during May 20, 2013 to July 19, 2013 through stock exchange mechanism. (2) Post extinguishment of shares credited, pursuant to buyback till July 19, 2013, and confirmation of extinguishment received from CDSL on July 25, 2013, the total outstanding equity shares of the Company have reduced from 1,00,15,203 equity shares (prior to the buyback) to 86,06,674 equity shares of Rs. 10/- each. Accordingly the aggregate holding of Promoter and Promoter Group has increased from 54.02% to 62.86%. (3) There has been <u>no actual acquisition</u> of shares and the increase in shareholding is consequential to the buyback and indirect in nature. (4) There has been no change in control of the Company
5.	Relevant regulation under which the acquirer is exempted from making open offer.	Regulation 10 (4) (c)

X P. J. ...

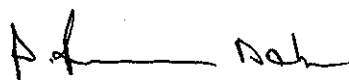
6.	Whether disclosure of proposed acquisition was required to be made under regulation 10 (5) and if so, – Whether disclosure was made and whether it was made within the timeline specified under the regulations. – Date of filing with the stock exchange.	Not Applicable			
7.	Details of acquisition	Disclosures required to be made under regulation 10(5)		Whether the disclosures under regulation 10(5) are actually made	
	a. Name of the transferor / seller	Not Applicable			
	b. Date of acquisition				
	c. Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above				
	d. Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC				
	e. Price at which shares are proposed to be acquired / actually acquired				
8.	Shareholding details	Pre-Transaction		Post-Transaction	
		No. of shares held	% w.r.t. to total share capital of TC	No. of shares held	% w.r.t. to total share capital of TC
	Each Acquirer / Transferee(*)				
	Hima Bindu Potluri	12,37,336	12.35	12,37,336	14.38
	Ramesh Babu Potluri	11,35,696	11.34	11,35,696	13.20
	T V V S N Murthy	8,22,700	8.21	8,22,700	9.56
	Potluri Hire Purchase And Finance Private Limited	5,86,000	5.85	5,86,000	6.81
	T Annapurna	4,39,034	4.38	4,39,034	5.10
	T V V S N Murthy (HUF)	3,98,134	3.98	3,98,134	4.63
	Gopineedi Sudeepthi	1,75,000	1.75	1,75,000	2.03
	Vamsi Krishna Potluri	1,45,440	1.45	1,45,440	1.69
	Trilok Potluri	1,43,134	1.43	1,43,134	1.66
	T V Praveen	1,29,534	1.29	1,29,534	1.51
	Satya Vani Potluru	75,666	0.76	75,666	0.88
	Raghavendraraao Potluri	57,619	0.58	57,619	0.67
	Hari Kishore Potluri	43,006	0.43	43,006	0.50
	P Suresh Babu	14,144	0.14	14,144	0.16
	Sukumari Koneru	4,000	0.04	4,000	0.05

x P. J. Noh

	Madanagopalaswamy Gopineedi	4,000	0.04	4,000	0.05
	Total	54,10,443	54.02	54,10,443	62.86
	Each Seller / Transferor	Not Applicable			

Note:

- (*) Shareholding of each entity shall be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

x 

RAMESH BABU POTLURI

Signature of the acquirer / Seller/ Authorised Signatory

(Signed under authority on behalf of all the Acquirers)

Place: Hyderabad

Date: July 25, 2013