

**LAKSHMI CARGO COMPANY LIMITED**

CIN U52599TN1991PLCO21857

Our Ref : LCC/SSIL/2014

Date : 20.08.2014

Super Sales India Limited
34-A Kamaraj Road
Coimbatore-641018

Madras Stock Exchange Limited
Listing Department
New No.30 (Old No.11)
Second Line Beach, CHENNAI-600 001

Bombay Stock Exchange Limited
Listing Department
Phiroze Jeejeebhoy Towers
Dalal Street, MUMBAI-400 001

Dear Sirs,

Sub : Intimation under SEBI (Prohibition of Insider Trading) Regulations, 1992.

Pursuant to the provisions of SEBI (Prohibition of Insider Trading) Regulations, 1992, we do hereby inform that we have acquired 3,99,295 shares of Rs.10/- each (13% of the paid up capital of M/s.Super Sales India Limited).

A report in the prescribed format as per the above Regulation is enclosed herewith for your records.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,
For LAKSHMI CARGO COMPANY LIMITED


DIRECTOR

Encl: as above

cc : Bombay Stock Exchange Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Building, P.J.Towers,
Dalal Street, MUMBAI - 400 001.



PAN No. AAACL3756D



S.T.No. AAACL3756D ST001 Dt. 25/6/1997



REGD. OFFICE : Unit 5, 3rd Floor, Raja Annamalai Building, 72, Rukmani Lakshmipathy Road, Egmore, Chennai 600 008. INDIA.

Phone : 044 - 28552625 (5 Lines) Fax : 044 - 28553288 Custom House Agents CHA No.: R-246. E-mail : lcc@lakshmicargo.com

BRANCH OFFICES : No.1/A-1, 1st Street, Jothi Nagar, Uppilipalayam (P.O.), Coimbatore - 641 015. No.1037, Ground Floor, 20th Main Road, 5th Block, Rajaji Nagar, Bangalore - 560 010.INDIA. No.36, 1st Floor, 4th Street (West), Bryant Nagar, Tuticorin - 628 008. INDIA.

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4), 13(4A) and 13(6)]

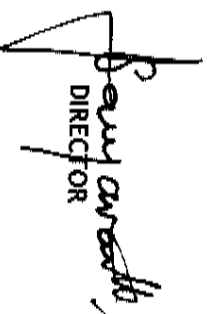
Details of change in shareholding or voting rights held by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company

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Name, PAN No. & Address of Promoter/Person who is part of Promoter Group/Director/ Officer	No. & % of shares/ voting rights held by 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/preference offer etc.)	No. & % of shares/ voting rights post acquisition/ sale	Trading Member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value (Rs.)	Sell quantity	Sell Value
Lakshmi Cargo Company Limited, Unit-5, 3 rd Floor, Raja Annamalai Building, Egmore, Chennai-600008 PAN:AAAC13756D	81,000 2.64%	20.08.2014	21.08.2014	Open Offer	4,80,295 15.64 %	NA	NA	3,99,295	18,40,74,995	NA	NA

For Lakshmi Cargo Company Limited

Date: 21.08.2014
Place: Coimbatore


DIRECTOR



LAKSHMI CARGO COMPANY LIMITED

CIN U52599TN1997PLCO21857

Our Ref : LCC/SSIL/2014

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Bombay Stock Exchange Limited
Listing Department
Phiroze Jeejeebhoy Towers
Dalal Street, MUMBAI-400 001

Dear Sirs,

Sub : Intimation under Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011 for acquiring shares through open offer.

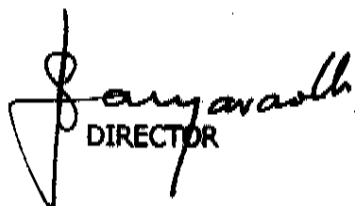
Pursuant to the provisions of Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011, we do hereby inform that we have acquired 3,99,295 shares of Rs.10/- each (13% of the paid up capital of M/s.Super Sales India Limited) through open offer on 20.08.2014.

A report in the prescribed format as per the above Regulation is enclosed herewith for your records.

Receipt of this intimation may kindly be acknowledged.

Thanking you,

Yours faithfully,
For LAKSHMI CARGO COMPANY LIMITED


DIRECTOR

Encl: as above

cc : Bombay Stock Exchange Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Building, P.J.Towers,
Dalal Street, MUMBAI - 400 001.



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

Name of the Target Company (TC)	Super Sales India Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Lakshmi Cargo Company Limited (Acquirer) and Sri Sanjay Jayavarthanelu (PAC)		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Madras Stock Exchange Limited Bombay Stock Exchange 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	10,77,905	35.09	35.09
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)			
c) Voting rights (VR) otherwise than by equity shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
e) Total (a+b+c+d)	10,77,905	35.09	35.09
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	3,99,295	13.00	13.00
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			
d) Shares encumbered / invoked/released by the acquirer.			

e) Total (a+b+c+/-d)	3,99,295	13.00	13.00
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	14,77,200	48.09	48.09
b) Shares encumbered with the acquirer			
c) VRs otherwise than by equity shares			
d) 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			
e) Total (a+b+c+d)	14,77,200	48.09	48.09
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	By way of an Open offer		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	20.08.2014		
Equity share capital / total voting capital of the TC before the said acquisition/sale	Rs. 3,07,15,000		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	Rs. 3,07,15,000		
Total diluted share/voting capital of the TC after the said acquisition/sale	Rs. 3,07,15,000		

Lakshmi Cargo Company is one the entities of the promoter group. It already hold 81,000/- shares (2.64% of the paid up share capital) in the Target Company. Now it has acquired 3,99,295 shares (13% of the paid up share capital) in the Target Company through Open Offer.

Note:

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock

Exchange under Clause 35 of the listing Agreement.

(**) 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.

Signature of the acquirer / seller / Authorised Signatory

For Lakshmi Cargo Company Limited


DIRECTOR

Place: Colmbatore

Date: 21.08.2014