

December 3, 2015

National Stock Exchange of India Limited

Exchange Plaza,
Plot No. C-1, G Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai – 400 051

Dear Sirs,

Re: Disclosure u/r 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Symbol: TREEHOUSE

Pursuant to Regulation 29(1) read with Regulation 29(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (the said Regulations), we make the necessary disclosure in the form specified under the said Regulations.

Kindly take the same on your record and acknowledge receipt.

Thank you

Yours faithfully,
For JM Financial Products Limited



Akshar Biyani
Company Secretary

Encl: a/a

Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

Name of the Target Company (TC)	Tree House Education and Accessories Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	JM Financial Products Limited JM Financial Services Limited		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition 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 under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	-	-	-
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
JM Financial Products Limited ^I	16,10,390	3.81%	3.81%
JM Financial Services Limited ^{II}	353	0.00%	0.00%
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)	16,10,743	3.81%	3.81%
Details of acquisition			
a) Shares carrying voting rights acquired	-	-	-
b) VRs acquired otherwise than by equity 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	-	-	-
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
JM Financial Products Limited	6,00,000	1.41%	1.41%
JM Financial Services Limited	(92)	0.00%	0.00%
e) Total (a+b+c+/-d)	5,99,908	1.41%	1.41%

After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights acquired	-	-	-
b) VRs otherwise than by equity 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	-	-	-
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) Shares pledged with the acquirer			
JM Financial Products Limited ^I	22,10,390	5.22%	5.22%
JM Financial Services Limited ^{II}	261	0.00%	0.00%
e) Total (a+b+c+d)	22,10,651	5.22%	5.22%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Creation of encumbrance		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Not Applicable		
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	December 1, 2015		
Equity share capital / total voting capital of the TC before the said acquisition*	42,310,724		
Equity share capital/ total voting capital of the TC after the said acquisition*	42,310,724		
Total diluted share/voting capital of the TC after the said acquisition**	42,310,724		

I. These shares are held as collateral to secure the loan sanctioned / given to the borrower(s).

II. These shares are held as margin from the client.

