



NIRVED TRADERS PVT. LTD.

23, Birla Mansion No. 2, 1st Floor, D. D. Sathe Marg,
Prarthana Samaj, Mumbai - 4. Tel. : 2386 7498 / 2387 6489
Fax : 2385 8269 • E-mail : birlainternational@mtnl.net.in
CIN : U51900MH1994PTC082365

Date:- 22.01.2015

To,

Zenith Birla (India) Ltd.

Dalamal House, 1st Floor,
206, J.B.Marg, Nariman Point
Mumbai - 400021

Dear Sir,

Subject: Intimation under Regulation 31(1) & (2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

Pursuant to Regulation 31 (1) & (2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 which necessitates the promoter to submit the disclosure to the Target Company as well as to the Stock exchanges on which the shares of the company are listed, find enclosed herewith the applicable disclosure regarding Pledge.

The above is for your information and record.

Thanking You.

Yours truly,

For and on behalf of other promoter(s)
Nirved Traders Pvt. Ltd.


Authorised Signatory

CC:

To

- 1) The Manager,
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai- 400 023.
- 2) The Manager
National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C II, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai-400051

Encl:- As above



SHEARSON INVESTMENTS & TRADING COMPANY PRIVATE LIMITED

23, Birla Mansion No. 2, 1st Floor, D. D. Sathe Marg,
Prarthana Samaj, Mumbai - 4. Tel. : 2386 7498 / 2387 6489
Fax : 2385 8269 • E-mail : birlainternational@mtnl.net.in

U67120MH1999PT0054227

Date:- 22.01.2015

To,

Zenith Birla (India) Ltd.
Dalamal House, 1st Floor,
206, J.B.Marg, Nariman Point
Mumbai - 400021

Dear Sir,

Subject: Intimation under Regulation 31(1) & (2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

Pursuant to Regulation 31 (1) & (2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 which necessitates the promoter to submit the disclosure to the Target Company as well as to the Stock exchanges on which the shares of the company are listed, find enclosed herewith the applicable disclosure regarding Pledge.

The above is for your information and record.

Thanking You.

Yours truly,

For and on behalf of other promoter(s)
Shearson Investments & Trading Co. Pvt. Ltd.

Authorised Signatory

CC:

To

1) The Manager,
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai- 400 023.

2) The Manager
National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C I I, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai-400051

Encl:- As above

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)							ZENITH BIRLA (INDIA) LIMITED						
Names of the Stock Exchanges where the shares of the target company are listed							Bombay Stock Exchange & National Stock Exchange.						
Date of reporting							22.01.2015						
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked							Nirved Traders Pvt. Ltd. and Shearson Invetments & Trading Co. Pvt Ltd						
Details of the creation of encumbrance:													
Name of the Promoter (s) or PACs with him (**)	Promoter holding in the target company (1) (Please Refer Note)			Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)						Post event holding of encumbered shares {creation (2)+{3}} / release [(2)-{3}] / invocation [(2)-{3}]	
	No. of shares	% of total share capital	% w.r.t diluted share capital (*)	No. of shares	% of total share capital	Type of event (Creation/ release/ invocation)	Date of creation/ invocation/ release of encumbrance	Type of encumbrance (Pledge/lien/ non disposal undertaking/ others)	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered.	No. of shares	% of Total share capital
Nirved Traders Private Ltd [#]	41,30,132	3.15%	-	-	-	Creation	19.01.2015	Pledge	13,35,132	1.02%	Birla Infrastructure Ltd.	13,35,132	1.02%
				27,50,000	2.09%	-	-	-	-	Wazir Financial Services Pvt. Ltd.	27,50,000	2.09%	
				45,000	0.03%	-	-	-	-	Dilip I Shah	45,000	0.03%	
Godavari Corporation Pvt Ltd	70,79,241	5.39%	-	-	-	-	-	-	-	-	-	-	-
Asian Distributions Pvt Ltd	1,41,979	0.11%	-	-	-	-	-	-	-	-	-	-	-
Shearson Investments & Trading Co Pvt Ltd	23,193	0.02%	-	-	-	Creation	19.01.2015	Pledge	23,193	0.02%	Birla Infrastructure Ltd.	23,193	0.02%
Birla Bombay Pvt Ltd	10,92,156	0.83%	-	-	-	-	-	-	-	-	-	-	-
Birla Shloka Edutech Ltd	694	-	-	-	-	-	-	-	-	-	-	-	-
Birla Industries Group Charity Trusts	17,840	0.01%	-	-	-	-	-	-	-	-	-	-	-
Matri Seva Sadan Charity Trust	31,851	0.02%	-	-	-	-	-	-	-	-	-	-	-
Yash Society	75,169	0.06%	-	-	-	-	-	-	-	-	-	-	-
Yashovardhan Birla	1,05,984	0.08%	-	-	-	-	-	-	-	-	-	-	-
Arunkumar Gangaprasad Singhi	34	0.00%	-	-	-	-	-	-	-	-	-	-	-
TOTAL	1,26,98,273	9.67%	-	27,95,000	2.13%	-	-	-	13,58,325	1.04%	-	41,53,325	3.16%

For and on behalf of other Promoter(s)

Authorized Signatory

Place: Mumbai.

Date: 22.01.2015

(**) The names of all the promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not. outstanding convertible securities/warrants into equity shares of the TC.

(#) The Infrastructure division of Birla International Pvt Ltd has been demerged & merged with Nirved Traders Pvt Ltd vide High Court Order dated February 02, 2007. Earlier, the shares were held in the name of Birla International Pvt Ltd as a