

ANJANEYA HOLDINGS PVT. LTD.

31st May, 2012

The National Stock Exchange Ltd,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E), Mumbai - 400 051

The Bombay Stock Exchange Ltd,
Phiroze Jejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001

Kind Attn: Mr. Hari K. -Vice President

Kind Attn: - Mr. K. Gopalkrishnan DCS-
CRD

Re: File No. BRANDHOUSE

Re: Scrip Code – 533059

Dear Sir,

Sub: Disclosure of creation of encumbered shares under Regulation 31(1) of SEBI
(Substantial Acquisition of shares & Takeover) Regulations, 2011.

Pursuant to regulation 31(3) of SEBI (Substantial Acquisition of shares and Takeover) Regulations, 2011, we enclose the disclosure under regulation 31(1) of SEBI (Substantial Acquisition of shares and Takeover) Regulations, 2011 intimating you regarding creation of encumbrance on 70,00,000 equity shares of Brandhouse Retails Limited held by us.

This is for your information and record.

Thanking you,

Yours Faithfully,
For Anjaneya Holdings Private Limited


Dara D. Avari
Director

CC: Brandhouse Retails Limited

ANJANEYA HOLDINGS PRIVATE LIMITED

Format for 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)				BRANDHOUSE RETAILS LIMITED			
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)				ANJANEYA HOLDINGS PRIVATE LIMITED			
Date of reporting				31-May-12			
Names of the stock exchanges where the shares of the target company are listed				Bombay Stock Exchnage Limited and National Stock Exchange of India Limited			
Details of the promoters' holding: (The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)							
Promoter (s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance		Post event holding (excluding encumbered shares)		(*) Details of encumbrance (pledge/lien or others- give details
Names	Number	% of total share capital	Type creation/ invocation/ release	Date (s)	Number	% of total share capital	
ANJANEYA HOLDINGS PRIVATE LIMITED	20,503,229	38.25	Creation of Pledge on 2800000 shares	25-May-12	13,503,229	25.19	Creation of encumbrance on 2800000 equity shares of Brandhouse Retails Limited in favour of The Dhanalakshmi Cotex Ltd.
			Creation of Pledge on 2800000 shares				Creation of encumbrance on 2800000 equity shares of Brandhouse Retails Limited in favour of Swati A. Shah
			Creation of Pledge on 1400000 shares				Creation of encumbrance on 1400000 equity shares of Brandhouse Retails Limited in favour of Ashit R. Shah
	20,503,229	38.25			13,503,229	25.19	

FOR ANJANEYA HOLDINGS PRIVATE LIMITED

Date: - 31-May-2012
Place: - Mumbai


DARA D. AVARI
DIRECTOR