



**AMBICA AGARBATHIES
AROMA & INDUSTRIES LTD**

POWERPET, ELURU - 534 002 W.G.DT. (A.P.)
PHONES : 230629, 230216, FAX : 08812 - 233876

Dated: 2nd April, 2011

The Manager,
Department of Corporate Communications
NATIONAL STOCK EXCHANGE OF INDIA LIMITED
"Exchange Plaza", Bandra kurla complex,
Bandra (E)
MUMBAI – 400 051.

Dear Sir,

Sub: Intimation as per SEBI (SAST) Regulations, 1997.
Ref: Script Code: **AMBICAAGAR**

With reference to the above cited subject, please find enclosed Regulation 7 (3) of SEBI (SAST) Regulations 1997 in the prescribed format received in compliance under Regulation 7(1A) of SEBI (SAST) Regulations 1997 from respective shareholders.

This is for your information and records.

Please acknowledge the receipt.

Thanking you.

Yours truly,
FOR AMBICA AGARBATHIES AROMA & INDUSTRIES LIMITED



AMBICA KRISHNA
CHAIRMAN & MANAGING DIRECTOR

Format for disclosure of details of acquisition to Stock Exchanges by target company, in terms of Regulation 7(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 {Regulations}

Name of the Target company	AMBICA AGARBATHIES AROMA & INDUSTRIES LIMITED
Date of reporting	02.04.2011
Names of the stock exchanges where the shares of the target company are listed	National Stock Exchange Limited Bombay Stock Exchange Limited
Details of the acquisition received in terms of Reg. 7(1A)	
Names of the acquirers/ sellers and PACs with them	A madhavi perla Parsi Santoshi and person acting in concert
Date of Acquisition	30.03.2011
Date of receipt of intimation of allotment by acquirer/ seller	31.03.2011

Mode of acquisition (e.g. open market//public issue/ rights issue/ preferential allotment/ interse transfer etc).	PREFERENTIAL ALLOTMENT
Mode of sale (e.g. open market/ MOU/ off market etc.)	NA

(a)	Shares/Voting rights(VR) before acquisition/Sale	Number	% w.r.t total paid up capital of the Target Company
1	AMBICA FAMILY HOLDING	4827579	29.48
2	AGNVSA RAMCHANDRA RAO	378750	2.31
3	A V PRASAD	375013	2.29
4	P T N V A R SUDARSAN	315013	1.92
5	P V V P KRISHNA RAO	305447	1.87
6	SIVA KUMAR	178125	1.09
7	HANUMA	178125	1.09
8	ALAPATI RAMANJANEYULU	152500	0.93
9	RAJESHWAR RAO ALAPATI	125009	0.76
10	SATYAVATI PERLA	99763	0.61
11	ALAPATI LALITHA KUMARI	99750	0.61
12	ALAPATI RAMA LAKSHMI	99750	0.61
13	SATYAMALA PERLA	99500	0.61
14	A MADHAVI PERLA	71250	0.44
15	A JANAKI	71250	0.44
16	A P J SUNEETHA	71250	0.44
17	AMBICA RAJA	4	0.00
18	AMBICA SATYANARAYANA	13	0.00
19	G MANGAVALLI	13	0.00
20	PARSI SANTOSHI	NIL	NIL
	TOTAL NO OF SHARES	7448104	45.48%

B	SHARES/VOTING RIGHTS ACQUIRED		
	A MADHAVI PERLA	400000	2.33%
	PARSI SANTOSHI	400000	2.33%

C	SHARES/VOTING RIGHTS AFTER ACQUIRED		
1	AMBICA FAMILY HOLDING	4827579	28.10
2	AGNVSA RAMCHANDRA RAO	378750	2.20
3	A V PRASAD	375013	2.18
4	P T N V A R SUDARSAN	315013	1.83
5	P V V P KRISHNA RAO	305447	1.78
6	SIVA KUMAR	178125	1.04
7	HANUMA	178125	1.04
8	ALAPATI RAMANJANEYULU	152500	0.89
9	RAJESHWAR RAO ALAPATI	125009	0.73
10	SATYAVATI PERLA	99763	0.58
11	ALAPATI LALITHA KUMARI	99750	0.58
12	ALAPATI RAMA LAKSHMI	99750	0.58
13	SATYAMALA PERLA	99500	0.58
14	A MADHAVI PERLA	471250	2.74
15	A JANAKI	71250	0.42
16	A P J SUNEETHA	71250	0.42
17	AMBICA RAJA	4	0.00
18	AMBICA SATYANARAYANA	13	0.00
19	G MANGAVALLI	13	0.00
20	PARSI SANTOSHI	400000	2.33
	TOTAL NO OF SHARES	8248104	48.02%
	Paid-up capital/Total voting capital of the Target Company before the said acquisition/Sale	163294623	
	Paid-up capital/Total voting capital of the Target Company after the said acquisition/Sale	171294623	

Date: Eluru
Place: 02.04.2011

For Ambica Agarbathies Aroma & Industries Limited


Ambia Krishna
Chairman & Managing Director