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

| | | | |
|---|---|---|---|
| 1. Name of the Target Company (TC) | SITASHREE FOOD PRODUCTS LIMITED | | |
| 2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer | ASHISH GOYAL | | |
| 3. Whether the acquirer belongs to Promoter/Promoter group | YES | | |
| 4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed | BOMBAY STOCK EXCHANGE<br>NATIONAL STOCK EXCHANGE | | |
| 5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC | 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 | 3198802 | 11.4923% | 11.4923% |
| b) Voting rights (VR) otherwise than by shares | - | - | - |
| c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category) | - | - | - |
| Total (a+b+c) | 3198802 | 11.4923% | 11.4923% |
| Details of acquisition | | | |
| a) Shares carrying voting rights acquired | 1280 | 0.0045% | 0.0045% |
| 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 | | | |
| Total (a+b+c) | 1280 | 0.0045% | 0.0045% |
| After the acquisition/sale, holding of:<br>a) Shares carrying voting rights<br>b) VRs otherwise than by shares<br>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. | 3200082<br>-<br>- | 11.4969%<br>-<br>- | 11.4969%<br>-<br>- |
| Total (a+b+c) | 3200082 | 11.4969% | 11.4969% |
| 6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc). | Open market purchase | | |
| 7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | 12.03.2014 | | |
| 8. Equity share capital / total voting capital of the TC before the said acquisition / sale | 27834174 | | |
| 9. Equity share capital/ total voting capital of the TC after the said acquisition / sale | 27834174 | | |
| 10. Total diluted share/voting capital of the TC after the said acquisition/sale. | 27834174 | | |

(*) 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.

**ASHISH GOYAL**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Indore
Date: 13.03.2014