ASHISH GOYAL

85, JANKI NAGAR, INDORE

Date 16.03.2012

To,
National Stock Exchange of India Ltd.
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051.

Ref. :- Target Company- M/s Sitashree Food Products Limited;

Sub.:- Intimation regarding pledge of shares as per of Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011;

Please take notice in terms of Regulation 31 (1) & (2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011 for pledge of 1415800 (Fourteen Lacs fifteen thousand and eight hundred) shares of Rs. 10/- each of M/s Sitashree Food Products Limited, Indore for the purpose of loan on 14.03.2012 in favor of Union Bank of India – State Bank of India Consortium. Details as per prescribed format are attached herewith. This is for your information and record.

Thanking You

Ashish Goyal

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)	Sitashree Food Products Limited
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)	Ashish Goyal
Date of reporting	16.03.2012
Names of the stock exchanges where the shares of the target company are listed	Bombay Stock Exchange & National Stock Exchange

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 (encumbered shares to be excluded)		(*) 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	
Ashish Goyal	1415800	6.42	Creation	14.03.2012	0.00	0.00	Pledged to **Union Bank Of India - State Bank of India Consortium** for securing loan taken by Sitashree Food Products Limited

(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance.

Signature
Ashish Goyal

Place : Indore

Date : 16.03.2012

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