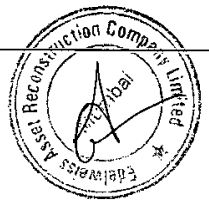
Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A – Details of the Acquisition

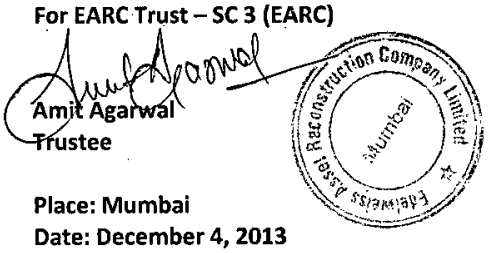
Name of the Target Company (TC)	Blue Blends (India) Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Edelweiss Asset Reconstruction Company Ltd., in its capacity as Trustee of EARC Trust – SC 3 Edelweiss Broking Limited		
Whether the Acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are listed	Bombay Stock Exchange Limited National Stock Exchange of India Limited Ahmedabad Stock Exchange Limited Delhi Stock Exchange Limited Madras Stock Exchange Limited		
Details of the acquisition as follows	**Number**	**% w.r.t. total share/voting capital wherever applicable(*)**	**% w.r.t. total diluted share/voting capital of the TC (**)**
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	-	-	-
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	2200****	0.01%	0.01%
c) Voting rights (VR) otherwise than by equity shares	-	-	-
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	-	-	-
e) Total (a+b+c)	2200****	0.01%	0.01%
Details of acquisition			
a) Shares carrying voting rights acquired	12,35,000	6.36%	6.36%
b) VRs acquired otherwise than by equity 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	-	-	-

Edelweiss Asset Reconstruction Company Limited Mumbai

category) acquired			
d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	-	-	-
e) Total (a+b+c+/-d)	12,35,000	6.36%	6.36%
After the acquisition, holding of acquirer along with PACs of:			
a) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others) Shares pledged with the acquirer	2200****	0.01%	0.01%
b) VRs otherwise than by equity 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) after acquisition	12,35,000	6.36%	6.36%
d) Total (a+b+c)	12,37,200	6.37%	6.37%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Conversion of Preference Shares (Refer Note 1)		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	12,35,000 fully paid up equity shares of the company of face value of Rs. 10/- each, at a price of Rs. 75/- per share pursuant to conversion of 9,26,250 Redeemable Cumulative Optionally Convertible Preference Shares (RCOCPS) of Rs. 100/- each		
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	Date of Allotment – 24th August 2013 Date of receipt of intimation of allotment / physical share certificate – 2nd December 2013 (Refer Note 1)		
Equity share capital / total voting capital of the TC before the said acquisition	1,94,08,988		
Equity share capital/ total voting capital of the TC after the said acquisition	1,94,08,988		
Total diluted share/voting capital of the TC after the said acquisition	1,94,08,988		



For EARC Trust – SC 3 (EARC)



Amit Agarwal
Trustee

Place: Mumbai
Date: December 4, 2013

Note:
(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) 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.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

(****) Figures exclude securities in beneficiary accounts of clients of broking entities in the group in as much as the powers of attorney in favour of the broking entities are in respect of clients' settlement and margin obligations.

Note 1 - In consideration of conversion of 9,26,250 Redeemable Cumulative Optionally Convertible Preference Shares (RCOCPS) of Rs. 100/-each, Blue Blends (India) Ltd. (the Target Company) has allotted 12,35,000 Equity Shares of Rs. 10/- each, at a price of Rs. 75/- per Equity Share in a physical mode to Edelweiss Asset Reconstruction Company Ltd. acting in its capacity as the trustee of EARC Trust – SC 3 (EARC). *The Share Certificate in respect of the allotment has been hand delivered to EARC on December 02, 2013.*