Format for disclosure by the Promoter(s) to the stock exchange 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 and Takeover) Regulations, 2011

Name of the target company (TC)	M/s. Blue Blends (India) Ltd.
Name of the Promoters on whose shares Encumbrance was created/ release	Anand Kumar Arya
Date of reporting	27th March, 2014
Name of the stock exchange where the Shares of the target company is listed	1. Bombay Stock Exchange 2. National Stock Exchange of India 3. Ahmedabad Stock Exchange 4. Madras Stock Exchange 5. Delhi Stock Exchange

Details of 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/ ~~Released~~**	**Date(s)**	**Number**	**% of total share capital**	
Anand Kumar Arya	8421427	43.39	Creation 3000000	27.03.2014	1221427	6.29	Pledged to IL&FS Trust Company Limited

NOTE : 42,00,000 shares already pledged, 30,00,000 shares now pledged and total 72,00,000 shares are under pledge.

Anand Kumar Arya