

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

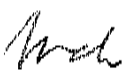
Part-A- Details of the Acquisition

Name of the Target Company (TC)	Brandhouse Retails Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	India Debt Management Private 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 (BSE) National Stock Exchange (NSE)		
Details of the acquisition / disposal 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)	-	-	-
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+d)	Nil	Nil	Nil
Details of acquisition			
a) Shares carrying voting rights acquired	-	-	-
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 category) acquired	-	-	-
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	*62,99,940	11.753%	11.753%
e) Total (a+b+c+d)	62,99,940	11.753%	11.753%

After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	-	-	-
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	-	-	-
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	62,99,940	11.753%	11.753%
e) Total (a+b+c+d)	62,99,940	11.753%	11.753%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Encumbrance		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Pledge on Equity shares held by promoters		
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.	^^04 September 2007 and 04 October 2007		
Equity share capital / total voting capital of the TC before the said acquisition	Rs. 53,60,27,670/-		
Equity share capital/ total voting capital of the TC after the said acquisition	Rs. 53,60,27,670/		
Total diluted share/voting capital of the TC after the said acquisition	Rs. 53,60,27,670/		

Note: ^The pledge on the above shares was originally created in physical form and have now been converted to demat.

^^ The shares of the TC (in physical form) were originally pledged on 04 September 2007 and 04 October 2007. Subsequently the promoters (pledgors) were directed by the stock exchanges to dematerialise their shareholding in the TC by 15 December 2013. As per the above directive, India Debt Management Private Limited handed over the physical share certificates pertaining to the above pledged shares to the promoters of BHRL for the sole purpose of dematerialisation which are now in demat mode and have been pledged in favour of India Debt Management Private Limited.


Signature of the acquirer / Authorised Signatory

Place: *MUMBAI*

Date: *08.01.2014*



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.