



Excel Crop Care Limited

Beyond crop protection. Behind every farmer

ECCL/SEC/2014
31st January, 2014

BSE Limited P J Tower, Dalal Street, Mumbai - 400001	National Stock Exchange of India Ltd Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai-400 051
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Dear Sirs,

Sub: Disclosure under Regulation 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 and format for disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We are enclosing disclosure dated 31st January, 2014 received from Agrocel Industries Limited in Form D under Regulation 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 and format for disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in respect of acquisition of 2,05,570 equity shares of the Company along with their covering letter for your records.

Thanking you,

Yours faithfully,
FOR EXCEL CROP CARE LIMITED

(Pravin D. Desai)
V.P. (Finance & Accounts) and
Company Secretary

Encl: a/a

Nr. P.C.V. Mehta High School, Opp. G. K. General Hospital, Lotus Colony, Bhuj - Kutch - 370001. Gujarat (India)
Tel.: +91-2832-253429 / 222429 • Fax : +91-2832-251429 • Email : agrocelho@rediffmail.com URL : www.agrocel.co.in
MARINE CHEMICALS DIVISION

31st January, 2014

BSE Limited P J Tower, Dalal Street, Mumbai - 400001	National Stock Exchange of India Ltd Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai-400 051
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Dear Sirs,

Sub: Disclosure under Regulation 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 and format for disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We are one of the Promoters of Excel Crop Care Limited.

We are enclosing disclosure in Form D under Regulation 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 and format for disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in respect of acquisition of 2,05,570 equity shares of Excel Crop Care Limited (Company).

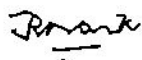
Our present shareholding (after the said purchase) as on 30th January, 2014 in the Company is 4,37,320 equity shares representing 3.97% of the Share Capital which is as follows:

Encumbered (Pledged)	2.31.000 Equity Shares
Unencumbered	<u>2.06.320</u> Equity Shares
Total	<u>4.37.320</u> Equity Shares

This is for your information and records.

Thanking you,
Yours faithfully,

FOR AGROCEL INDUSTRIES LIMITED



Director

C. C. Excel Crop Care Limited
184-87. S. V. Road,
Jogeshwari (West),
Mumbai - 400102

"FORM D"

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoter or Person who is part of Promoter Group of a listed company.

Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/ Officer.	No. & % of shares/ voting rights held by the Promoter/ Person who is part of Promoter Group/Director/ Officer	Date of receipt of allotment/ advice/ acquisition/ sale of shares/ voting rights	Date of Intimation to company	Mode of Acquisition (market purchase/ public/ rights/ preferential offer, etc.)/ sale	No. & % of shares/ voting rights post acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration No. of the 'IM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell quantity	Sell value
Name Agrocel Industries Ltd Corporate Office Address: 13/14, Aradhana Indl. Development Corporation, 2 nd Floor,, Near Virwani Indl. Estate, Goregaon (East), Mumbai - 400063 PAN: AACCA7205J	2,31,750 2.11 %	30.01.2014	31.01.2014	Market Purchase	4,37,320 3.97%	Kisan Ratilal Choksey Shares & Securities Pvt Ltd (SEBI REGN NO. INB230975832)	National Stock Exchange of India Ltd	2,05,570	Rs. 9,06,50,203/-	Not Applicable	Not Applicable

Mumbai

Date : 31/01/2014

For AGROCEL INDUSTRIES LTD.

Romark

DIRECTOR

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

Name of the Target Company (TC)	Excel Crop Care Ltd			
Name(s) of the acquire and Persons Acting in Concern (PAC) with the acquirer	Agrocel Industries Ltd			
Whether the acquirer belongs to Promoters/ Promoters group	Yes			
Names(s) of the Stock Exchange(s) where the shares of TC are listed	National Stock Exchange of India Ltd/BSE Ltd			
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:				
a) Shares carrying voting rights (Unencumbered)	750	0.01%	-	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	2,31,000	2.10%	-	
c) Voting rights (VR) otherwise than by 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)	2,31,750	2.11%	-	
Details of acquisition/sale				
a) Share carrying voting rights acquired (Unencumbered)	2,05,570	1.86%	-	
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	-	-	-	
d) Shares encumbered/invoked/released by the acquirer	-	-	-	
e) Total (a+b+c/-d)	2,05,570	1.86%	-	



After the acquisition/sale, holding of:			
a)	Shares carrying voting rights (Unencumbered)	2,06,320	1.87%
b)	Shares encumbered	2,31,000	2.10%
c)	VRs otherwise than by 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) after acquisition	-	-
e)	Total (a+b+c+d)	4,37,320	3.97%
Mode of acquisition/sale (e.g. open market/off-market/ public issue/ rights issue/ preferential allotment/ inter-se transfer etc).		Open Market Purchase	
Date of acquisition/ sale of shares/ VR or date of receipt of intimation of allotment of shares, whichever is applicable		30/01/2014	
Equity share capital/ total voting capital of the TC before the said acquisition/ sale (No of Shares)		1,10,05,630	
Equity share capital/ total voting capital of the TC after the said acquisition/ sale (No of Shares)		1,10,05,630	
Total diluted share/ voting capital of the TC after the said acquisition		-	

(*) 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.

For AGROCEL INDUSTRIES LTD.

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DIRECTOR

Place: Mumbai
Date: 31/01/2014