



Excel Crop Care Limited

Beyond crop protection. Behind every farmer

ECCL/SEC/2014

24th March, 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 received from Ratnabali Capital Markets Limited under Regulations 13(3) and 13(6) of SEBI (Prohibition of Insider Trading) Regulations, 1992.

We are enclosing disclosure dated 24th March, 2014 received from Ratnabali Capital Markets Limited alongwith their covering letter, under Regulations 13(3) and 13(6) of SEBI (Prohibition of Insider Trading) Regulations, 1992 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



RATNABALI CAPITAL MARKETS LTD.

'FMC Fortuna', A-7 & A-8, 4th Floor, 234/3A, A.J.C. Bose Road, Kolkata-700 020. Phone : (91-33) 2287-4744, 4015-0000/0100
Fax : (033) 2287-5374, E-mail : ratnabali@ratnabali.com, Web : www.ratnabali.com

Ref: RCML/004/2013-14/78

Date: 24.03.2014

To
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street
Mumbai – 400 001
India

Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares And Takeovers) Regulations, 2011 and Regulations 13(3) and 13(6) of SEBI (Prohibition of Insider Trading) Regulations, 1992

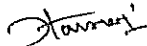
Dear Sirs

This is to inform you that we have sold 400000 (3.63%) equity shares of Excel Crop Care Limited on 20.03.2014 through open market sale in accordance with SEBI (Substantial Acquisition of Shares And Takeovers) Regulations, 2011. In this regard we are enclosing the disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Regulations 13(3) and 13(6) of SEBI (Prohibition of Insider Trading) Regulations, 1992 for the sale of aforesaid equity shares of the Company. Our individual shareholding in the Company after the aforesaid sale is 1532635 (13.93%) equity shares. We along with Persons Acting in Concert (PAC) hold 2101704 (19.10%) equity shares of the Company as on 20/03/2014. The details of PAC are given below:-

- | | | |
|-----------------------------------|---|------------------------------|
| 1. Ratnabali Investment Pvt. Ltd. | - | 527069 (4.79%) equity shares |
| 2. Aditya Goenka | - | 42000 (0.38%) equity shares |

This is for your information and record.

For Ratnabali Capital Markets Limited


Hansraj Jaria
Company Secretary

Encl : As stated above.

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

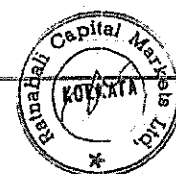
And

CC: Excel Crop Care Limited
184/87 S.V. Road, Jogeshwari West
Mumbai-400102

NATIONAL STOCK EXCHANGE OF INDIA LIMITED
BOMBAY STOCK EXCHANGE LIMITED
NATIONAL SECURITIES DEPOSITORY LIMITED

Format for disclosures 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 acquirer and Persons Acting in Concert (PAC) with the acquirer	Ratnabali Capital Markets Limited		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE, BSE		
Details of the 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 disposal under consideration, holding of :			
a) Shares carrying voting rights	1932635	17.56%	17.56%
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)	1932635	17.56%	17.56%
Details of sale			
a) Shares carrying voting rights sold	400000	3.63%	3.63%
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/sold			
d) Shares encumbered / invoked/released by the acquirer.	-	-	-
e) Total (a+b+c+/-d)	400000	3.63%	3.63%
After the sale, holding of:			
a) Shares carrying voting rights	1532635	13.93%	13.93%
b) Shares encumbered with the acquirer	-	-	-
c) VRs 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) after acquisition	-	-	-
e) Total (a+b+c+d)	1532635	13.93%	13.93%
Mode of sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.)	Open Market Sale		
Date of sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	20/03/2014		
Equity share capital / total voting capital of the TC before the said acquisition/sale	11005630		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	11005630		
Total diluted share/voting capital of the TC after the said acquisition/sale	11005630		

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.

Signature of the seller / Authorised Signatory

Place: Kolkata

Date: 24.03.2014

RATNABALI CAPITAL MARKETS LTD

Hansraj
HANSRAJ JARIA
 Company Secretary

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

[Regulation 13 (3) and (6)]

Regulation 13(3) – Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN No. & address of shareholders	Shareholding prior to acquisition /sale	No. and percentage of shares /voting rights acquired/sold	Receipt of advice/acquisition of shares/sale of shares specify	Date of intimation to Company	Mode of acquisition / sale (market purchase/public rights/preferential offer etc.)	No. & % of shares/ rights post-acquisition/ sale	Trading Member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell Quantity	Sell value
1	2	3	4	5	6	7	8	9	10	11	12	13
Ratnabali Capital Markets Limited AABCR5937P, FMC FORTUNA, A-7 & A-8, 4th Floor, 234/3A A.J.C Bose Road, Kolkata : 700020	1821126 (16.55%) equity shares	111509 (1.01%) equity shares acquired and 400000 (3.63%) equity shares sold	04/02/2014 to 20/03/2014	24/03/2014	Market purchase and Sale	1532635 (13.93%) equity shares	Ratnabali Capital Markets Limited INB011143238, INB231143232	NSE, BSE	111509 (1.01%)	Rs 554.60 lacs	400000 (3.63%)	Rs 2117.50 lacs

For Ratnabali Capital Markets Limited



Hansraj Jaria
Hansraj Jaria
Company Secretary

Date 24/03/2014