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**ECL
Finance Ltd.**

Dated: 03-November-2014

Bombay Stock Exchange Limited Phiroze Jeejeebhoy Towers 25 th Floor, Dalal Street Mumbai 400001	National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, G-Block, Bandra Kurla Complex, Bandra (East), Mumbai -51
	Future Consumer Enterprise Ltd. Knowledge House, Shyam Nagar, Off Jogeshwari Vikhroli Link Road, Jogeshwari (E), Mumbai – 400060

Dear Sirs,

Future Consumer Enterprise Ltd.
Notification under SAST Regulation 2011

We, ECL Finance Ltd. forward herewith the necessary information under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011 in respect of the above company.

Yours faithfully

For ECL Finance Ltd.

Authorised Signatory



Encl.: As above

Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Future Consumer Enterprise Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	ECL Finance Limited Arum Investments Pvt. Ltd. Edelweiss Securities Ltd. Edelweiss Broking Limited Edelweiss Financial Advisors 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		
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	-	-	-
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking / others)	37,50,39,547***	23.32%	23.32%
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)	37,50,39,547***	23.32%	23.32%
Details of acquisition/ sale			
a) Shares carrying voting rights Acquired /sold	200	0.00%	0.00%
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 in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	8,66,52,341***	5.42%	5.42%
e) Total (a+b+c+/-d)	8,66,52,541***	5.42%	5.42%



After the Acquisition/ sale, holding of:			
a) Shares carrying voting rights	200	0.00%	0.00%
b) Shares encumbered with the acquirer	28,83,86,806***	17.90%	17.90%
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)	28,83,87,006***	17.90%	17.90%
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	By way of release of encumbrances against loans/ dues****		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	30-October-14		
Equity share capital / total voting capital of the TC before the said acquisition / sale	1,60,82,05,171		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	1,61,07,05,171		
Total diluted share/voting capital of the TC after the said acquisition	1,61,07,05,171		

(*) 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.

(***) 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.

(****) Part stocks Pledged with IDBI Trustee which is for security for our group Company.

For ECL Finance Ltd.

Authorised Signatory



Place: Mumbai

Date: November 03, 2014