

GANJAM TRADING COMPANY PRIVATE LIMITED

NEW PRAKASH CINEMA, N.M. JOSHI MARG, LOWER PAREL, MUMBAI-400011

July 13, 2011

Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal street,
Mumbai 400001
Tel: 91-22-227221233

Dear Sir,

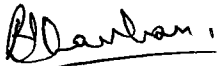
**Re: Intimation under regulation 3(3) of the SEBI (SUBSTANTIAL ACQUISITION OF
SHARES AND TAKEOVERS) REGULATIONS, 1997**

With respect to the captioned subject we would like to intimate you that the company proposes to acquire 1,70,70,000 equity shares of Essel Propack Limited from M/s Lazarus Investments Limited.

Please find enclosed detailed intimation as per the required format.

You are requested to take same on record.

Thanking you,
Yours faithfully
For Ganjam Trading Company Private Limited



Authorised Signatory

Contact - 022 - 24819064

GANJAM TRADING COMPANY PRIVATE LIMITED

NEW PRAKASH CINEMA, N.M. JOSHI MARG, LOWER PAREL, MUMBAI-400011

July 13, 2011

National Stock Exchange Limited,
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051.

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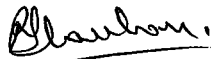
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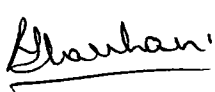
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FORMATS UNDER TAKEOVER REGULATIONS FORMAT FOR FILING THE INFORMATION WITH STOCK EXCHANGES BY ACQUIRER AS REQUIRED UNDER REGULATION 3(3)

Name of the Target Company	Essel Propack Limited			
Name of acquirer(s) along with PAC [Referred together as "Acquirers" hereinafter]	Ganjam Trading Company Private Limited			
Shareholding details	Before the said proposed Acquisition		After the said pro- posed Acquisition	
	No. Of shares	% (Shares/ voting rights)	No. Of shares	% (Shares/ voting rights)
Shareholding/voting rights of acquirer(s) in target company before and after the proposed acquisition	3,92,79,550	25.08	5,63,49,550	35.98
Paid up capital of the target company before and after the proposed acquisition	156,601,130	100.00	156,601,130	100.00
Type of acquisition (By way of public/rights/inter se transfer)	Inter se transfer			
In case, the acquisition is by way of inter se transfer as per regulations, disclose names of transferors and their shareholding in T.C. before transfer	Lazarus Investments Ltd. - 1,70,70,000 shares (10.90%)			
No. and percentage of shares/voting rights of T.C. proposed to be acquired through the acquisition	1,70,70,000 shares (10.90%)			
Acquisition price per share	Current market price on the date of transfer			
Date of proposed acquisition	20 th July, 2011 to 20 th August, 2011 in tranches			
For Ganjam Trading Company Private Limited  Director/ Authorised Signatory (Signature of the acquirer/ Authorised Signatory) Place: Mumbai Date: July 13, 2011				

Contact: 022-24819064