

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		
Name(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.

B. Manohar

DIRECTOR

Place: Mumbai

Date: 31/01/2014