



UNITED SPIRITS

September 26, 2014

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400 001
Scrip Code: 531879

National Stock Exchange of India Ltd.

Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051
Symbol: PIONDIST

Pune Stock Exchange Limited

Shivleela Chambers,
4th Floor, 752 Sadashiv Peth,
R.B.Kumathekar Marg,
Pune 0- 411030

Pioneer Distilleries Limited

"UB HOUSE", Plot No. 36,
Street No. 4, Srinagar Colony,
Hyderabad-500 073, Andhra Pradesh

Dear Sir,

Subject: Disclosures under Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended (SEBI (SAST) Regulations) and Regulation 13(4A) of the SEBI (Prohibition of Insider Trading) Regulations, 1992, as amended (Insider Trading Regulations)

In accordance with the requirements under the SEBI (SAST) Regulations, Insider Trading Regulations and pursuant to the sale of 1,520,067 equity shares of Pioneer Distilleries Limited (the "**Company**") representing 11.35% of the of the equity share capital of the Company under an offer for sale through a separate window provided by BSE Limited and the National Stock Exchange of India Limited in accordance with Para 5(b) of the SEBI circular no. CIR/MRD/DP/18/2012 dated July 18, 2012 (as modified through circulars no. CIR/MRD/DP/04/2013 dated January 25, 2013, CIR/MRD/DP/17/2013 dated May 30, 2013 and CIR/MRD/DP/24/2014 dated August 8, 2014) by United Spirits Limited, please find enclosed the disclosures in the format specified

Anish B L. ¹

United Spirits Limited

Registered Office : 'UB Tower', # 24, Vittal Mallya Road, Bangalore - 560 001, India.
Tel : 91-80 3985 6500, 2221 0705, Fax : 91-80 3985 6862, 3985 6959, 3985 6607
www.unitedspirits.in

Corporate Identity Number : L01551KA1999PLC024991

under Regulation 29(2) of the SEBI (SAST) Regulations and Regulation 13(4A) of the Insider Trading Regulations.

Request you to kindly take this on record.

Thanking you,

Yours faithfully

For United Spirits Limited


V.S. Venkataraman
Company Secretary

Encl.: As stated above

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

Name of the Target Company (TC)	Pioneer Distilleries Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	United Spirits Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited (BSE) National Stock Exchange of India Limited (NSE) Pune Stock Exchange Limited		
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 sale under consideration, holding of:			
a) Shares carrying voting rights	11,561,217	86.35%	86.35%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	Nil	N.A.	N.A.
c) Voting rights (VR) otherwise than by equity shares	Nil	N.A.	N.A.
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)	Nil	N.A.	N.A.
e) Total (a+b+c+d)	11,561,217	86.35%	86.35%
Details of sale			
a) Shares carrying voting rights sold	1,520,067	11.35%	11.35%
b) VRs sold otherwise than by equity shares	Nil	N.A.	N.A.
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) sold	Nil	N.A.	N.A.
d) Shares encumbered/ invoked/ released by the acquirer	Nil	N.A.	N.A.
e) Total (a+b+c+d)	1,520,067	11.35%	11.35%



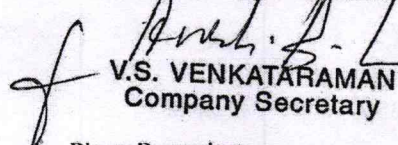
Details of the disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
After the sale, holding of:			
a) Shares carrying voting rights	10,041,150	75.00%	75.00%
b) Shares encumbered with the acquirer	Nil	N.A.	N.A.
c) VRs otherwise than by equity shares	Nil	N.A.	N.A.
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 sale	Nil	N.A.	N.A.
e) Total (a+b+c+d)	10,041,150	75.00%	75.00%
Mode of sale (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Offer for sale of equity shares of Pioneer Distilleries Limited by United Spirits Limited through a separate window provided by BSE and NSE under the SEBI circular no. CIR/MRD/DP/18/2012 dated July 18, 2012, as amended		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of sale of shares: September 24, 2014		
Equity share capital / total voting capital of the TC before the said sale	13,388,200 shares of Rs.10/- each		
Equity share capital/ total voting capital of the TC after the said sale	13,388,200 shares of Rs.10/- each		
Total diluted share/voting capital of the TC after the said sale	13,388,200 shares of Rs.10/- each		

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.

For United Spirits Limited


V.S. VENKATARAMAN
Company Secretary

Place: Bangalore

Date: 26-09-2014

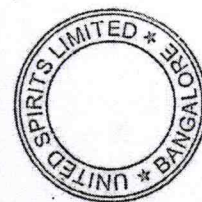
FORM D

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

Details of change in shareholding or voting rights held by Promoter or Person who is part of Promoter Group of a listed company

Name, PAN No. & Address of Person who is part of Promoter Group	No. & % of shares/ voting rights held by the Person who is part of Promoter Group	Date of sale of shares/ voting rights	Date of intimation to company	Mode of sale	No. & % of shares/ voting rights post sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Sell quantity	Sell value
Name: United Spirits Limited PAN: AACCM8043J Address: UB Tower, Level 6 #24, Vital Mallya Road, UB City, Bangalore, Karnataka, 560001 Telephone number: +91 080 39856500	Number of shares: 11,561,217 Percentage: 86.35%	September 24, 2014	September 24, 2014	Offer for sale of equity shares of Pioneer Distilleries Limited by United Spirits Limited through a separate window provided by BSE and NSE under the SEBI circular no. CIR/MRD/DP/18/2012 dated July 18, 2012, as amended	Number of shares: 10,041,150 Percentage: 75.00%	JM Financial Services Limited (formerly JM Financial Services Private Limited) (SEBI Registration No. BSE: INB011054831 NSE: INB231054835)	BSE Limited and National Stock Exchange of India Limited	1,520,067	Rs. 60,933,362.64 (net consideration)

For United Spirits Limited



Aradh B.L.
Name: V.S. Venkataraman
Designation: Company Secretary

Date: September 26, 2014

