

Pricol Holdings Limited

CPM Towers, 109, Race Course
Coimbatore-641018
Phone: 91 422 4336000
Fax: 91 422 4336299
Email: cs@pricol.co.in
CIN: U65921TZ1981PLC001043

28th April 2014

The Manager
Listing Department
National Stock Exchange of India Limited
"Exchange Plaza", C-1, Block G
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400051

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

1. Name of the Target Company (TC)	PRICOL LIMITED		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	PRICOL HOLDINGS LIMITED		
3. Whether the acquirer belongs to Promoter/Promoter group	YES		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BOMBAY STOCK EXCHANGE & NATIONAL STOCK EXCHANGE		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition/disposal under consideration, holding of :			
a) Shares carrying voting rights	4,410,000	4.67%	4.67%
b) Voting rights (VR) otherwise than by equity 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)	--	--	--
d) Total (a+b+c)	4,410,000	4.67%	4.67%

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Details of acquisition/sale			
a) Shares carrying voting rights acquired	4,140,000	4.38%	4.38%
b) VRs acquired otherwise than by equity 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) Total (a+b+c)	4,140,000	4.38%	4.38%
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	8,550,000	9.05%	9.05%
b) VRs acquired otherwise than by equity 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) after acquisition	--	--	--
d) Total (a+b+c)	8,550,000	9.05%	9.05%
6. Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	OFF-MARKET – Indirect acquisition (Acquisition of 100% equity shares of a private limited company M/s. Venkataramana Holdings Private Limited, which holds 4,140,000 equity shares (4.38%) of the Target Company)		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	25 th APRIL 2014		
8. Equity share capital / total voting capital of the TC before the said acquisition/sale	94,500,000		
9. Equity share capital/ total voting capital of the TC after the said acquisition/sale	94,500,000		
10. Total diluted share/voting capital of the TC after the said acquisition/sale	94,500,000		

Note:

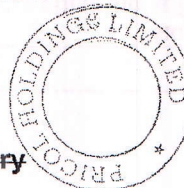
(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For PRICOL HOLDINGS LIMITED

J. Jaymahon

Director

Signature of the acquirer / Seller/ Authorised Signatory



Place: Coimbatore

Date: 28th April 2014