MAYFAIR CAPITAL PRIVATE LIMITED

Registered Office: C-41, Mayfair Garden, New Delhi-110016.

9th July, 2013

1. Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai - 400 023.

2. National Stock Exchange of India Ltd.
'Exchange Plaza', C-1, Block G,
Bandra-Kurla Complex, Bandra (East),
Mumbai–400 051

Dear Sir,

Subject: Intimation under Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Pursuant to Regulation 31(1), which necessitates the promoter or person belonging to promoter group to submit the disclosure to the Target Company and stock exchanges, find enclosed the applicable disclosure on Pledge/Release of shares.

The above is for your information and record.

Thanking You,

Yours truly,

For Mayfair Capital Private Ltd.

For Mayfair Capital Pvt. Ltd.

Director/Authorised Signatory

(Authorised Signatory)

CC:
The Compliance Officer,
Unitech Ltd.
6, Community Centre,
Saket,
New Delhi 110017.

Format for disclosure by the Promoter (s) to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company	**Unitech Limited**
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)	**Mayfair Capital Private Ltd.**
Date of reporting	**09.07.2013**
Names of the stock exchanges where the shares of the target company are listed	**BSE & NSE**

Details of the promoters' holding:
(The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)

Promoter(s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance		Post event holding (encumbered shares to be excluded)		Details of encumbrance (pledge/lien or other- give details
Names	Number	% of total share capital	Type – creation/ invocation / release	Date (s)	Number	% of Total share capital	
Mayfair Capital Private Ltd.	667,427,658	25.51%	Pledge	01/07/2013	10,610,405	0.41%	Pledge of 57000 Shares
	667,427,658	25.51%	Pledge	01/07/2013	10,582,905	0.40%	Pledge of 27500 Shares
	667,427,658	25.51%	Pledge	01/07/2013	10,503,405	0.40%	Pledge of 79500 Shares
	667,427,658	25.51%	Pledge	01/07/2013	10,350,905	0.40%	Pledge of 152500 Shares
	667,427,658	25.51%	Pledge	01/07/2013	10,334,905	0.40%	Pledge of 16000 Shares
	665,377,658	25.43%	Invoke	03/07/2013	10,334,905	0.40%	Invoke of 2050000 Shares
	665,377,658	25.43%	Release	05/07/2013	11,334,905	0.43%	Release of 1000000 Shares

For Mayfair Capital Pvt. Ltd.

Signature of the Authorized Signatory

Director/Authorised Signatory