

BRITE MERCHANTS LIMITED

Corp. Office: Unit 6, Floor- Ground, Plot No. 126, Neeru Silk Mills, H N L Marg,
Mathuradas Mill Compound, Lower Parel (West), Mumbai-400013
CIN : U51109DL1985PLC019555

Date: 3rd February, 2025

Department of Corporate Services, BSE Limited 4 th Floor, BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Fort Mumbai - 400 001	The Listing Compliance Department, National Stock Exchange of India Ltd. Exchange Plaza, Plot no. C/1, G Block, Bandra Kurla Complex Bandra (E) Mumbai - 400 051	Mr. Haroon Mansuri Company Secretary Poddar Housing and Development Limited Unit No.3-5, Neeru Silk Mills, Mathuradas Mills, Compound, 126, N. M. Joshi Marg, Lower Parel (W), Mumbai MH 400013
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Subject: Disclosures under Regulations 29(2) and 31 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir /Madam

Enclosed herewith please find the disclosures under Regulations 29(2) and 31 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 by our Company for pledge of 1,87457 equity shares of Rs. 10/- each fully paid of Poddar Housing and Development Limited (Target Company) constituting 2.58% of the total issued capital of the Target Company.

The pledge has been created in favour of Vistra ITCL (India) Limited, a Debenture Trustee, acting for and behalf of HDFC Capital Affordable Real Estate Fund – 2 offering security for securing Non-Convertible Debentures (NCDs) aggregating to Rs. 150.00 crores issued by the Target Company on Private Placement basis on the terms and conditions mentioned in the Debenture Trust Deeds.

You are requested to take the above on record and acknowledge receipt.

For Brite Merchants Limited

Rohitashwa Poddar
Director
DIN: 00001262

Encl: a/a

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ANNEXURE - 2

Disclosures under Regulations 29(2) and 31 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Poddar Housing and Development Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Vistra ITCL (India) Limited, acting as a debenture trustee for and on behalf of HDFC Capital Affordable Real Estate Fund - 2		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE and NSE		
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	1,87,547	2.58	2.58
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	---	---	---
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)	---	---	---

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Total (a + b + c + d)	1,87,547	2.58	2.58
Details of acquisition / sale			
a) Shares carrying voting rights acquired	---	---	---
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	---	---	---
d) Shares encumbered/ invoked/ released by the acquirer	1,87,547	2.58	2.58
Total (a + b + c + d)	1,87,547	2.58	2.58
After the acquisition/sale, holding of:			
a) Shares carrying voting rights acquired	---	---	---
b) Shares encumbered with the acquirer	1,87,547	2.58	2.58
c) VRs acquired otherwise than by equity 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) acquired	---	---	---
Total (a + b + c + d)	1,87,547	2.58	2.58
Mode of acquisition /sale (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/ etc.)	Encumbrance		

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Date of acquisition/sale of shares / VR or date of receipt of intimation of allotment of shares whichever is applicable.	30/01/2025 (the date of Pledge Master Report)
Equity share capital / total voting capital of the TC before the said acquisition /sale	72,66,837 equity shares of Rs. 10/- each fully paid
Equity share capital/ total voting capital of the TC after the said acquisition/sale	72.66,837 equity shares of Rs. 10/- each fully paid
Total diluted share/voting capital of the TC after the said acquisition	72,66,837 equity shares of Rs. 10/- each fully paid

For Brite Merchants Limited

Rohitashwa Poddar
Director
DIN: 00001262

Place: Mumbai

Date: 03/02/2025

Notes:

(*) 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.