

6th March, 2018

The Manager (Corporate Relationship)

BSE Limited,

P.J. Towers, Dalal Street,
Mumbai - 400 001.

The Manager (Corporate Relationship)

National Stock Exchange of India Limited,

Plot no. C/1, G Block,
Bandra-Kurla Complex,
BKC Rd, Bandra East,
Mumbai - 400 051

TODAYS WRITING INSTRUMENTS LIMITED [TARGET COMPANY]

Survey No. 251/2, Near Jain Temple, Valsad Falia Dadra,
Dadra & Nagar Haveli-396193

Ref: **TODAYS WRITING INSTRUMENTS LIMITED**
(BSE Scrip Code: 531830, NSE Symbol: TODAYS)

Sir/ Madam,

Sub: Disclosure pursuant to Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

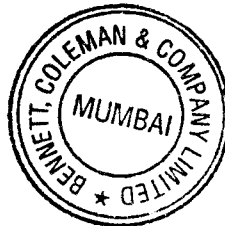
Please find enclosed herewith the disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, regarding sale of shares of Todays Writing Instruments Limited (TODAYS) by the Company.

Kindly take the above on record and acknowledge the receipt.

For BENNETT, COLEMAN & COMPANY LIMITED




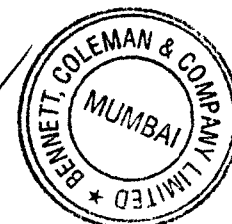
Kausik Nath
Vice President & Company Secretary



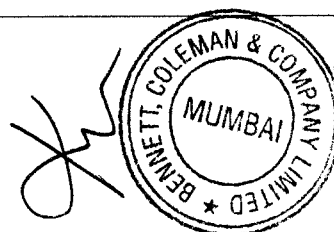
Encl: as above

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

| | | | |
|--|---|---|---|
| Name of the Target Company (TC) | Todays Writing Instruments Limited | | |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer | Bennett, Coleman & Company Limited (BCCL) | | |
| Whether the acquirer belongs to Promoter/Promoter group | No | | |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed | BSE Limited National Stock Exchange of India Limited | | |
| 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/Sale under consideration, holding of : | | | |
| a) Shares carrying voting rights | 8,44,400 | 6.59% | 6.59% |
| b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) | Nil | Nil | Nil |
| c) Voting rights (VR) otherwise than by shares | Nil | Nil | Nil |
| 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 | Nil | Nil |
| e) Total (a+b+c+d) | 8,44,400 | 6.59% | 6.59% |

| | | | |
|--|--|--------------|--------------|
| Details of acquisition/sale | 8,44,400 | 6.59% | 6.59% |
| a) Shares carrying voting rights acquired / sold | | | |
| b) VRs acquired/ sold otherwise than by shares | Nil | Nil | Nil |
| 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 | Nil | Nil | Nil |
| d) Shares encumbered/ invoked/ released by the acquirer | Nil | Nil | Nil |
| e) Total (a+b+c+/-d) | 8,44,400 | 6.59% | 6.59% |
| After the acquisition/sale, holding of: | | | |
| a) Shares carrying voting rights | Nil | Nil | Nil |
| b) Shares encumbered with the acquirer | Nil | Nil | Nil |
| c) VRs otherwise than by shares | Nil | Nil | Nil |
| 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 | Nil | Nil | Nil |
| e) Total (a+b+c+d) | Nil | Nil | Nil |
| Mode of acquisition /sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.) | Off-market | | |
| Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | From 1 st March, 2018 | | |
| Equity share capital / total voting capital of the TC before the said acquisition /sale | 1,28,13,300 equity shares of Rs. 10/- each | | |



| | |
|--|--|
| Equity share capital/ total voting capital of the TC after the said acquisition/sale | 1,28,13,300 equity shares of Rs. 10/- each |
| Total diluted share/voting capital of the TC after the said acquisition/sale | 1,28,13,300 equity shares of Rs. 10/- each |

Note:

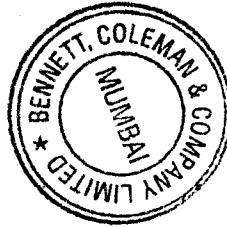
(*) Total share capital/voting capital of the TC is being taken as per the latest filing done by it to the Stock Exchange under SEBI Listing Regulations.

(**) 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 Bennett, Coleman & Company Limited



Kausik Nath
Vice President & Company Secretary



Place: Mumbai

Date: 06/03/2018