



Pharmaceuticals Limited

**Registered & Corporate Office :**  
Plot No. 72, H. No. 8-2-334/3 & 4, Road No. 5,  
Opp. SBI Executive Enclave, Banjara Hills,  
Hyderabad - 500 034, Telangana, INDIA.  
Tel : +91-40-2525 9999, Fax : +91-40-2525 9889  
CIN : L24239TG1987PLC008066  
Email: info@smspharma.com, www.smspharma.com

Date: 18<sup>th</sup> August, 2020

To,  
The Manager,  
Corporate Filings Department,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai- 400 001

The Manager,  
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.

**Security Code: 532815**

**Symbol: SMSPHARMA**

Dear Sir/Madam,

Sub: Reporting under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 read with SEBI (Prohibition of Insider Trading) Regulations, 2015 (Regulation 7(2) read with Regulation 6(2)).

With reference to the above please find the enclosed disclosure under Regulation 29(1) of SEBI (Substantial acquisition of shares and takeover) Regulation 2011 and Regulation 7(2) of SEBI (Prohibition of insider trading) Regulations 2015, received from Potluri Laboratories Private limited and also from Ramesh Babu Potluri.

This is for your information and Records.

Your faithfully  
For SMS Pharmaceuticals Limited

A handwritten signature in blue ink, appearing to read 'V.S. Venkatish', is written over the typed name.

V.S.Venkatish  
Company Secretary



## Potluri Laboratories Private Limited

Plot No.72, H. No.8-2-334/3 & 4, 6th Floor, Road No.5,  
Opp. SBI Executive Enclave, Banjara Hills,  
Hyderabad - Telangana,500034 INDIA.  
Tel No.8978377337 Email: potlurilabs@gmail.com  
CIN NO:U24233TG1993PTC015678

Dated: 18.08.2020

To,

The Manager,  
Corporate Filings Department,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai- 400 001  
Security Code: 532815

The Manager,  
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.  
Symbol: SMSPHARMA

Company Secretary  
SMS Pharmaceuticals Limited  
Plot.No. 72, H.No. 8-2-334/3&4, Road No.5  
Opp. SBI Executive Enclave, Banjara Hills,  
Hyderabad.

Dear Sir,

Sub: Reporting under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 read with SEBI (Prohibition of Insider Trading) Regulations, 2015 (Regulation 7(2) read with Regulation 6(2))

With reference to the above subject, please find the enclosed herewith the reporting under regulation 29(1) of the SEBI (Substantial Acquisition of shares and takeover) Regulations and Regulation 7(2) read with Regulation 6(2) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 in respect of the acquisition (Purchase) of Shares from Mr. Ramesh Babu Potluri on 17<sup>th</sup> August, 2020.

This is for your information and records.

For Potluri Laboratories Private Limited

*Hima Bindu P*

Hima Bindu Potluri  
Director

**Format for disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part – A – Details of the Acquisition**

Name of the Target Company (TC)	SMS Pharmaceuticals Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Potluri Laboratories Private 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 & NSE		
Details of the acquisition as follows	<b>Number</b>	<b>% w.r.t. total share/voting capital wherever applicable</b>	<b>% w.r.t. total diluted share/voting capital of the TC (*)</b>
<b>Before the acquisition under consideration, holding of acquirer along with the PACs of :</b>	2,32,420	0.27	
a) Shares carrying voting rights			
b) Shares in the nature of encumbrance 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)			
<b>d) Total (a+b+c)</b>	<b>2,32,420</b>	<b>0.27</b>	
<b>Details of acquisition/sale</b>	4,22,000	0.50	
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/sold			
<b>d) Total (a+b+c)</b>	<b>4,22,000</b>	<b>0.50</b>	
<b>After the acquisition/sale, holding of:</b>	6,54,420	0.77	
a) Shares carrying voting rights			
b) VRs 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			

*Hima Bindu P*

<b>d) Total (a+b+c)</b>	6,54,420	0.77	
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	From both the stock exchanges (BSE & NSE) Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	17-08-2020		
Equity share capital / total voting capital of the TC before the said acquisition/sale	8,46,52,030 Equity Shares of Re 1/- (Rupee one each) aggregating to Rs. 8,46,52,030		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	8,46,52,030 Equity Shares of Re 1/- (Rupee one each) aggregating to Rs. 8,46,52,030		
Total diluted share/voting capital of the TC after the said acquisition/sale	NA		

For Potluri Laboratories Private Limited

*Hima Bindu P*

**Hima Bindu Potluri**  
**Director**

Place: Hyderabad

Date: 18.08.2020

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015  
[Regulation 7 (2) read with Regulation 6(2)]

Name of the company: SMS Pharmaceuticals Limited

ISIN of the company: INE812G01025

Details of change in holding of Securities of Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).

Name, PAN No., CIN/DIN, & address of Promoter/ Employee / Director with contact nos.	Category of Person (Promoters / KMP / Directors/ immediate relatives/ others etc.)	Securities held prior to acquisition/ disposal/ Release		Securities acquired/Disposed/ release/				Securities held post acquisition/disposal/ release		Date of allotment advice/ acquisition of shares/ sale of shares specify- <del>release of</del> Pledge shares		Date of intimation to company	Mode of Acquisition/ Disposal (market purchase /public rights/ preferential offer / off market/ Inter-se transfer etc
		Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No. and % of share holding	Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No.	Value	Transaction Type (Buy/ Sale/ Pledge / Revoke/ Invoke) release	Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	From	To		
1	2	3	4	5	6	7	8	9	10	11	12	13	14
POTLURI LABORATORIES PRIVATE LIMITED PAN: AAACH5037P H.No: Plot No: 72, H.No. 8-2-334/3&4, 6 <sup>th</sup> Floor, Road No. 5, opp. SBI Executive Enclave, Banjara Hills, 500034.	Promoter	Equity shares	2,32,420 0.27	Equity Shares	4,22,000	Rs. 3,94,35,900/-	Purchase	Equity Shares	6,54,420 0.50	17-08-2020	17-08-2020	18.08.2020	From both Stock Exchanges (BSE & NSE) open market

Hima Bindu.P

Details of trading in derivatives of the company by Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2)

Trading in derivatives (Specify type of contract, Futures or Options etc)						Exchange on which the trade was executed
Type of Contract	Contract Specifications	Buy		Sell		
		Notional Value	Number of units (contracts * lot size)	Notional Value	Number of units (contracts * lot size)	
15	16	17	18	19	20	21
Na						

For Potluri Laboratories Private Limited

*Hima Bindu P.*

Signature: Hima Bindu Potluri  
Director

Date: 18.08.2020  
Place: Hyderabad

Dated: 18.08.2020

To

The Manager,  
Corporate Filings Department,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai- 400 001  
Security Code: 532815

The Manager,  
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.  
Symbol: SMSPHARMA

Company Secretary  
SMS Pharmaceuticals Limited  
Plot.No. 72, H.No. 8-2-334/3&4, Road No.5  
Opp. SBI Executive Enclave, Banjara Hills,  
Hyderabad.

Dear Sir,

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With reference to the above subject, please find the enclosed herewith the reporting under regulation 29(1) of the SEBI (Substantial Acquisition of shares and takeover) Regulations and Regulation 7(2) read with Regulation 6(2) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 in respect of the Sale of Shares by Mr. Ramesh Babu Potluri in SMS Pharmaceuticals Limited to Potluri Laboratories Private Limited on 17<sup>th</sup> August, 2020.

This is for your information and records.



Ramesh Babu Potluri

**Format for disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part – A – Details of the Acquisition-/ Sale**

Name of the Target Company (TC)	SMS Pharmaceuticals Limited		
Name(s) of the acquirer / seller and Persons Acting in Concert (PAC) with the acquirer/seller	Ramesh Babu Potluri		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE & NSE		
Details of the acquisition / Sale as follows	<b>Number</b>	<b>% w.r.t. total share/voting capital wherever applicable</b>	<b>% w.r.t. total diluted share/voting capital of the TC (*)</b>
<b>Before the acquisition / Sale under consideration, holding of acquirer/ Seller along with the PACs of :</b>	1,45,06,960	17.14	
a) Shares carrying voting rights			
b) Shares in the nature of encumbrance 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)			
<b>d) Total (a+b+c)</b>	<b>1,45,06,960</b>	<b>17.14</b>	
<b>Details of acquisition/sale</b>	4,22,000	0.50	
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/sold			
<b>d) Total (a+b+c)</b>	<b>4,22,000</b>	<b>0.50</b>	
<b>After the acquisition/sale, holding of:</b>	1,40,84,960	16.64	
a) Shares carrying voting rights			
b) VRs otherwise than by equity shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the			

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TC (specify holding in each category) after acquisition			
<b>d) Total (a+b+c)</b>	<b>1,40,84,960</b>	<b>16.64</b>	
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	Through the both the Stock Exchanges (BSE & NSE) Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	17-08-2020		
Equity share capital / total voting capital of the TC before the said acquisition/sale	8,46,52,030 Equity Shares of Re 1/- (Rupee one each) aggregating to Rs. 8,46,52,030		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	8,46,52,030 Equity Shares of Re 1/- (Rupee one each) aggregating to Rs. 8,46,52,030		
Total diluted share/voting capital of the TC after the said acquisition/sale	NA		

**Ramesh Babu Potluri**

Place: Hyderabad

Date: 18.08.2020

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015  
[Regulation 7 (2) read with Regulation 6(2)]

Name of the company: SMS Pharmaceuticals Limited

ISIN of the company: INE812G01025

Details of change in holding of Securities of Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).

Name, PAN No., CIN/DIN, & address of Promoter/ Employee / Director with contact nos.	Category of Person (Promoters / KMP / Directors/ immediate relatives/ others etc.)	Securities held prior to acquisition/- disposal/ Release		Securities acquired/-Disposed/- release/-				Securities held post acquisition/-disposal/ release		Date of allotment advice/ acquisition-of shares/ sale of shares specify- <u>release-of Pledge shares</u>		Date of intimation to company	Mode of Acquisition/ Disposal (market purchase /public rights/ preferential offer / off market/ Inter-se transfer etc
		Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No. and % of share holding	Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No.	Value	Transaction Type (Buy/ Sale/ Pledge / Revoke/ Invoke) release	Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	From	To		
1	2	3	4	5	6	7	8	9	10	11	12	13	14
Ramesh Babu Potluri PAN: ADFPP2514C H.No: Plot No: 265Q, Road No. 10, Jubilee Hills Hyderabad - 500034	Promoter	Equity shares	1,45,06,960	Equity Shares	4,22,000	Rs. 3,94,35,900/-	sale	Equity Shares	1,40,84,960	17.08.2020 Sale	17.08.2020	18.08.2020	Sale through both the stock exchange (BSE & NSE) open market

*Ramesh*

Details of trading in derivatives of the company by Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2)

Trading in derivatives (Specify type of contract, Futures or Options etc)						Exchange on which the trade was executed
Type of Contract	Contract Specifications	Buy		Sell		
		Notional Value	Number of units (contracts * lot size)	Notional Value	Number of units (contracts * lot size)	
15	16	17	18	19	20	21
Na						

Signature: Ramesh Babu Potluri

Date: 18.08.2020  
Place: Hyderabad