

**RAMACHANDRA RAO, B.A.**  
(R.C.R.)



Chadalavada Vari Street  
Powerpet  
ELURU - 534002, (A.P)

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Dated: 20.03.2024

To,  
Corporate Relationship Department  
BSE LIMITED  
P J Towers, Dalal Street,  
MUMBAI- 400001  
SCRIP CODE: 532335

To,  
Manager  
National Stock Exchange of India Limited  
Exchange Plaza", Bandra (E)  
Mumbai-400051  
SCRIP CODE: AMBICAAGAR

Dear Sir,

Sub: Intimation as per Regulation 29 (2) & 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

With reference to the above cited subject, please find enclosed Disclosure as per the Regulation 29 (2) & 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in connection with intimation of Invocation of Pledge.

This is for your information and records.

Thanking you.

Yours truly,

**Ambica Ramachandra Rao**  
Person Acting in Concert of Promoter Group of  
Ambica Agarbathies Aroma & Industries Limited

**Technical Director :**  
AMBICA AGARBATHIES & AROMA INDUSTRIES LTD.

**Director :**

AMBICA EMPIRE HOTEL (3 STAR) CHENNAI.  
AMBICA CINEMA PRODUCTIONS PVT. LTD.  
AMBICA CHENNAKESAVA PROJECTS PVT. LTD.

**President :**

ELURU FILM EXHIBITORS ASSOCIATION

**Vice President :**

WEST GODAVARI FILM DISTRIBUTORS ASSOCIATION  
e-mail : ambicarcr @ gmail.com

CC TO : AMBICA AGARBATHIES AROMA & INDUSTRIES LIMITED

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

ANNEXURE

Name of the Target Company (TC)	Ambica Agarbathies Aroma & Industries Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	1. AGNVSA RAMACHANDRA RAO 2. P V V P KRISHNA RAO 3. ALAPATI RAMANJANAYALU 4. RAJESHWAR RAO ALAPATI 5. A MADHAVI PERLA 6. PARSU SANTOSHI 7. A V PRASAD 8. P T N V A R SUDARSHAN 9. ALAPATI AMBICA HANUMA 10. ALAPATI AMBICA SIVAKUMAR 11. SATYAVATI PERLA 12. ALAPATI LALITHA KUMARI 13. ALAPATI RAMA LAKSHMI 14. SATYAMALA ALAPATI 15. A JANAKI 16. A P J SUNEETHA 17. SMT G MANGAVALLI 18. SRI G SATHYANARAYANA		
Whether the acquirer belongs to Promoter / Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share / voting capital where applicable (*)	% w.r.t. total diluted share / voting capital of the TC (**)
<b>Before the acquisition under consideration, holding of:</b>			
a) Shares carrying voting rights			
1. AGNVSA RAMACHANDRA RAO	1464950	8.53	8.53
2. P V V P KRISHNA RAO	1391806	8.10	8.10
3. ALAPATI RAMANJANAYALU	1238800	7.21	7.21
4. RAJESHWAR RAO ALAPATI	1211713	7.05	7.05
5. A MADHAVI PERLA	511450	2.98	2.98
6. ALAPATI SANTOSHI	440200	2.56	2.56
7. A V PRASAD	472071	2.75	2.75
8. P T N V A R SUDARSHAN	355403	2.07	2.07
9. ALAPATI AMBICA HANUMA	218325	1.27	1.27
10. ALAPATI AMBICA SIVAKUMAR	218325	1.27	1.27
11. SATYAVATI PERLA	139989	0.82	0.82
12. ALAPATI LALITHA KUMARI	139950	0.81	0.81
13. ALAPATI RAMA LAKSHMI	139950	0.81	0.81

14. SATYAMALA ALAPATI	139700	0.81	0.81
15. A JANAKI	111450	0.65	0.65
16. A P J SUNEETHA	111450	0.65	0.65
17. SMT G MANGAVALLI	0	0	0
18. SRI G SATHYANARAYANA	0	0	0
b) Shares in the nature of encumbrance (pledge/lien/lien on disposal undertaking/others)	1450000	8.44	8.44
1. AGNVSA RAMACHANDRA RAO			
c) Voting rights (VR) other than by shares	NIL	NIL	NA
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	NA
e) Total(a+b+c+d)	8305532	48.35	48.35
<b>Details of acquisition/sale</b>			
a) Shares carrying voting rights acquired/sold	NIL	NIL	NA
b) VRs acquired/sold otherwise than by shares	NIL	NIL	NA
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	NA
d) Shares encumbered/invoked/released by the acquirer			
1. AGNVSA RAMACHANDRA RAO	7,00,000	4.07	4.07
e) Total(a+b+c+/-d)	7,00,000	4.07	4.07

**After the acquisition/sale, holding of:**

a) Shares carrying voting rights			
1. AGNVSA RAMACHANDRA RAO	14950	0.08	0.08
2. P V V P KRISHNA RAO	1391806	8.10	8.10
3. ALAPATI RAMANJANAYALU	1238800	7.21	7.21
4. RAJESHWAR RAO ALAPATI	1211713	7.05	7.05
5. A MADHAVI PERLA	511450	2.98	2.98
6. ALAPATI SANTOSHI	440200	2.56	2.56
7. A V PRASAD	472071	2.75	2.75
8. P T N V A R SUDARSHAN	355403	2.07	2.07
9. ALAPATI AMBICA HANUMA	218325	1.27	1.27
10. ALAPATI AMBICA SIVAKUMAR	218325	1.27	1.27
11. SATYAVATI PERLA	139989	0.82	0.82
12. ALAPATI LALITHA KUMARI	139950	0.81	0.81
13. ALAPATI RAMA LAKSHMI	139950	0.81	0.81
14. SATYAMALA ALAPATI	139700	0.81	0.81
15. A JANAKI	111450	0.65	0.65
16. A P J SUNEETHA	111450	0.65	0.65
17. SMT G MANGAVALLI	0	0	0
18. SRI G SATHYANARAYANA	0	0	0

b) Shares encumbered with the acquirer 1. AGNVSA RAMACHANDRA RAO	750000	4.36	4.36
c) VRs other than by shares	NIL	NIL	NA
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	NA
e) Total(a+b+c+d)	7605532	44.27	44.27
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-set transfer etc).	Invocation of Pledge		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	01.03.2024 (The invocation of pledge has been done in tranches; we have taken the last invocation date for the purpose of disclosure)		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 17,17,74,000/- comprising 1,71,77,400 equity shares of Rs.10/- each.		
Equity share capital / total voting capital of the TC after the said acquisition / sale	Rs. 17,17,74,000/- comprising 1,71,77,400 equity shares of Rs.10/- each.		
Total diluted share / voting capital of the TC after the said acquisition	NA		

**Ambica Ramachandra Rao**  
*Member of Promoter of Group of*  
*Ambica Agarbathies Aroma & Industries Limited*

Place: Eluru  
Date: 20.03.2024

**CC: AMBICA AGARBATHIES AROMA & INDUSTRIES LIMITED**

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