

**Yashovardhan Sinha**  
**Address- Flat No. 21, Kaveri Apartment, Bandar Bagicha, Patna 800001, Bihar**

**Date-25<sup>th</sup> February, 2021**

**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai-400 001

**Aditya Consumer Marketing Limited**  
Aditya House, M-20  
Road No. 26  
Patna-800001, Bihar.

**Sub:- Disclosure under Regulation 29 (2) of SEBI (SAST) Regulations, 2011**

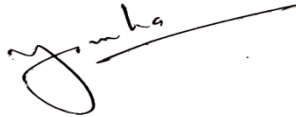
Dear Sir

In Compliance with the Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulation, 2011, as amended, please find attached herewith disclosure in the prescribed format in relation to purchase of 2,93,000 Equity Shares of "**Aditya Consumer Marketing Limited**" from Open Market.

We request you to kindly take same on record.

Thanking you

Yours faithfully



**Yashovardhan Sinha**  
**Promoter & Director**

*Encl : Disclosure in the prescribed format*

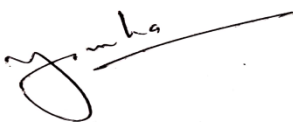
**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	Aditya Consumer Marketing Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Yashovardhan Sinha		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Ltd.		
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(**)
<b>Before the acquisition under consideration, holding of :</b>			
a) Shares carrying voting rights	3214086	21.96%	21.96%
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 T C (specify holding in each category)	-	-	-
e) Total (a+b+c+d)	3214086	21.96%	21.96%
<b>Details of acquisition/sale</b>			
a) Shares carrying voting rights acquired/ <del>held</del>	293000	2.00%	2.00%
b) VRs acquired /sold otherwise than by 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	-	-	-
d) Shares encumbered / invoked/released by the acquirer	-	-	-
e) Total (a+b+c+/-d)	293000	2.00%	2.00%

<b>After the acquisition/sale, holding of:</b>			
a) Shares carrying voting rights	3507086	23.97%	23.97%
b) Shares encumbered with the acquirer	-	-	-
c) VRs 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) after acquisition	-	-	-
e) Total (a+b+c+d)	3507086	23.97%	23.97%
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter se transfer etc).	Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	24-02-2021		
Equity share capital / total voting capital of the TC before the said acquisition / sale	14633887 Equity Shares of Rs.10/- each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	14633887 Equity Shares of Rs.10/- each		
Total diluted share/voting capital of the TC after the said acquisition	14633887 Equity Shares of Rs.10/- each		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the StockExchange 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.



**Yashovardhan Sinha**  
**Promoter & Director**

Place: Patna

Date: 25th February, 2021