

FORMAT FOR DISCLOSURE OF DETAILS OF ACQUISITION TO TARGET COMPANY AND STOCK EXCHANGES WHERE THE SHARES OF THE TARGET COMPANY ARE LISTED, IN TERMS OF REGULATION 7(1A) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 1997

Name of the Target company	PENINSULA LAND LIMITED	
Name of the acquirer and PACs with the acquirer	Ms. Urvi A. Piramal	
Details of the acquisition as follows	No of shares	% w.r.t. total paid up capital of Target Company
a) Shares / Voting rights (VR) before acquisition/ sale under consideration	24231035	8.68%
b) Shares/ Voting rights acquired / sold	21439020	7.68%
c) Shares / VR after acquisition / sale	2792015	1.00%
Mode of acquisition (e.g. open market / public issue/ rights issue/ preferential allotment/ <i>inter se</i> transfer etc).	N.A.	
Mode of sale (e.g. open market/ MOU/ off market etc.)	Off Market Inter se Transfer amongst the Group as defined in the Monopolies and Restrictive Trade Practices Act, 1969 and shown as Group in the last published Annual Report of Peninsula Land Limited.	
Date of acquisition/ sale of shares/ VR or date of receipt of intimation of allotment of shares, whichever is applicable	12 th November, 2010	
Paid up capital/ total voting capital of the target company before the said acquisition/ sale	27,92,01,220 shares	
Paid up capital/ total voting capital of the target company after the said acquisition/ sale	27,92,01,220 shares	

Note

- The disclosure shall be made within 2 days of acquisition/sale.
- The term 'acquirer' shall also include a pledgee, other than a bank or a financial institution and such pledgee shall make disclosure to the target company and the stock exchange within two days of creation of pledge.
- The stock exchange shall immediately display the above information on the trading screen, the notice board and also on its website.

Signature of the acquirer/ Authorised Signatory


Urvi A. Piramal

Place : Mumbai

Date : 12th November, 2010