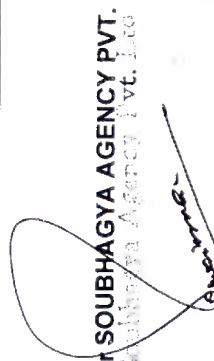


**Disclosure of Details of acquisition to Target Company & Stock Exchanges, in terms of Regulation 7(1A) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997**

Name of the Target Company	KEI INDUSTRIES LTD
Name of the acquirer	SOUBHAGYA AGENCY PVT. LIMITED
Particulars of acquisition	Preferential Allotment (conversion of Warrants into equity shares)
Shares / Voting rights (VR) before acquisition (FACE VALUE RS.2/-)	1,25,000 (0.20%)
Shares / Voting rights acquired (FACE VALUE RS.2/-)	30,00,000 (4.69%)
Shares / VR after acquisition (FACE VALUE RS.2/-)	31,25,000 (4.89%)
Mode of acquisition (e.g. Market purchase/public issue/rights issue/preferential allotment/interse transfer etc)	Preferential Allotment (conversion of Warrants into equity shares)
Mode of sale (e.g. open market/MOU/off market. etc)	N.A
Date of acquisition/sale of shares/VR or date of receipt of intimation of allotment of shares	30.03.2010 (Date of Allotment)
Date of intimation	31.03.2010
Name of the stock exchanges where the shares of the target company are listed	BSE, NSE & Calcutta Stock Exchange
Paid up capital/total voting capital of the target company before said acquisition (FACE VALUE RS.2/-)	Rs.12,18,74,876
Paid up capital/total voting capital of the target company after said acquisition (FACE VALUE RS.2/-)	Rs.12,78,74,876

Place: New Delhi  
Date: 31.03.2010

For SOUBHAGYA AGENCY PVT. LIMITED  
For Soubhagya Agency Pvt. Ltd.

  
Director/Author Signatory  
DIRECTOR