

Disclosure of details of acquisition to Target Company and stock exchange where the shares of the Target Company are listed, in terms of Regulation 7 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 [the Regulation]

Name of the Target Company		Asian Hotel (East) Limited	
Name of the acquirer and PACs with the acquirer		Forex Finance Private Limited, PAC with Saraf Industries Limited & subsidiary co. of acquirer	
Details of the acquisition as follows/annexed		No. of Shares	% w.r.t. total paid up capital of target
a)	Shares/Voting rights (VR) before acquisition/ sale under consideration	540,328	4.74
b)	Shares/Voting rights acquired/sold	880,494	7.72
c)	Shares/Voting Rights after acquisition/sale	1,420,822	12.46
Mode of Acquisition (e.g. open market/Public Issue/Preferential allotment/interse transfer etc.		interse transfer pursuant to Regulations 3(3) & 3(4) of the Regulation.	
Mode of Sale (e.g. Open Market/MoU/Off Market etc.		NA	
Date of acquisition/sale of shares/Voting Rights or date of receipt of intimation of allotment of shares, whichever is applicable		23/08/2010	
No. of paid up Shares/total voting capital of the Target Company before the said acquisition/sale		11,401,782	
No. of paid up Shares/total voting capital of the Target Company after the said acquisition/sale		11,401,782	

Note :

1. The disclosure shall be made within 2 days of acquisition/sale
2. 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.
3. 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/Authorized Signatory on behalf of other Promoters



Place : KOLKATA
Date : 23.08.2010

Annexure

Name of the acquirer and PACs with the acquirer	Shares/Voting rights (VR) before acquisition/sale under consideration		Shares/voting rights acquired/sold		Shares/VR after acquisition/sale		Date of acquisition/sale of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable
	No. of Shares	% of target Co.	No. of Shares	% of target Co.	No. of Shares	% of target Co.	
Forex Finance Pvt Limited PAC with Saraf Industries Limited	540328	4.74	880494	7.72	1420822	12.46	23.08.2010

For Forex Finance Pvt. Ltd.

Director/Authorised Signatory

