

MAYFAIR MERCANTILES PVT. LTD.

TO

1)The Company Secretary
Associated Alcohols & Breweries Limited
Queens Court, 8C, Queens Park
Ballyganj, Kolkata-700019

✓ 1) The Company Secretary
Dept. of Corporate Services,
Bombay Stock Exchange Ltd.
1st floor, P.J. Towers, Dalal Street, Fort,
Mumbai -400001

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

| | | | |
|--|---|--|---|
| Name of the Target Company (TC) | Associated Alcohols & Breweries Limited | | |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer | M/s Mayfair Mercantiles Pvt. Ltd. | | |
| Whether the acquirer belongs to Promoter/Promoter group | No | | |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed | Bombay Stock Exchange Limited | | |
| 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 (*) |
| Before the acquisition under consideration, holding of : | | | |
| a) Shares carrying voting rights | 322,500 | 3.57 | 3.57 |
| b) Voting rights (VR) otherwise than by shares | -- | -- | -- |
| c) 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) | -- | -- | -- |
| d) Total (a+b+c) | 322,500 | 3.57 | 3.57 |
| Details of acquisition/sale | | | |
| a) Shares carrying voting rights acquired/sold | 71,500 | 0.79 | 0.79 |
| 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) Total (a+b+c) | 71,500 | 0.79 | 0.79 |

Singh

Company Secretary

| | | | |
|--|---|------|------|
| After the acquisition/sale, holding of: | | | |
| a) Shares carrying voting rights | 251,000 | 2.78 | 2.78 |
| b) VRs 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) after acquisition | -- | -- | -- |
| d) Total (a+b+c) | 251,000 | 2.78 | 2.78 |
| 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 | 21 st December, 2011 | | |
| Equity share capital / total voting capital of the TC before the said acquisition / sale | Rs. 9,03,96,000 divided into Equity Shares of Rs. 10/- each | | |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale | Rs. 9,03,96,000 divided into Equity Shares of Rs. 10/- each | | |
| Total diluted share/voting capital of the TC after the said acquisition | Rs. 9,03,96,000 divided into Equity Shares of Rs. 10/- each | | |

(*) 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.

Srinivas
Signature of the acquirer / seller / Authorised Signatory

Place: Indore

Date: 22.12.2011

MAYFAIR MERCANTILES PVT. LTD.

TO

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 Associated Alcohols & Breweries Limited
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| Whether the acquirer belongs to Promoter/Promoter group | No | | |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed | Bombay Stock Exchange Limited | | |
| 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 (*) |
| Before the acquisition under consideration, holding of : | | | |
| a) Shares carrying voting rights | 251,000 | 2.78 | 2.78 |
| b) Voting rights (VR) otherwise than by shares | -- | -- | -- |
| c) 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) | -- | -- | -- |
| d) Total (a+b+c) | 251,000 | 2.78 | 2.78 |
| Details of acquisition/sale | | | |
| a) Shares carrying voting rights acquired/sold | 251,000 | 2.78 | 2.78 |
| 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) Total (a+b+c) | 251,000 | 2.78 | 2.78 |

Smita Ghosh

| | | | |
|--|---|-----|-----|
| After the acquisition/sale, holding of: | | | |
| a) Shares carrying voting rights | Nil | Nil | Nil |
| b) VRs 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) after acquisition | -- | -- | -- |
| d) Total (a+b+c) | Nil | Nil | Nil |
| 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 | 22 nd December, 2011 | | |
| Equity share capital / total voting capital of the TC before the said acquisition / sale | Rs. 9,03,96,000 divided into Equity Shares of Rs. 10/- each | | |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale | Rs. 9,03,96,000 divided into Equity Shares of Rs. 10/- each | | |
| Total diluted share/voting capital of the TC after the said acquisition | Rs. 9,03,96,000 divided into Equity Shares of Rs. 10/- each | | |

(*) 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.

Sanjay Librewas

Signature of the acquirer / seller / Authorised Signatory

Place: Indore

Date: 22.12.2011