

Listing Department
The Stock Exchange, Mumbai
P.J. Towers, Dalal Street,
Fort, Mumbai – 400 001
India

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4 February 2011

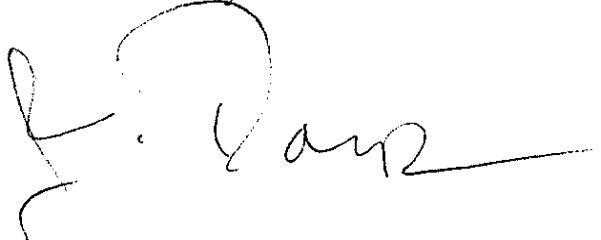
Dear Sir,

Notification of holdings pursuant to SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 1997

Further to our letter of 17 September 2010 in which we notified you that Jupiter Asset Management Limited ('Jupiter') held 11.04% of the total shares in issue of EIH Associated Hotels Limited ('the Company'), Jupiter wishes to notify you that, following a transaction on 3 February 2011 in the shares of the Company, Jupiter holds 2,643,464 shares in the Company assuming that the shares that we have contracted to purchase are fully delivered. On the basis of a paid up share capital of 19,586,666 shares of Rs10 each, Jupiter's holding represents 13.496% of the paid up share capital. I enclose the relevant notification form.

The transaction yesterday relates to the shares that have been purchased by The Royal Bank of Scotland PLC as Trustee of Jupiter India Fund ('Jupiter India'). Jupiter does not hold any shares beneficially, but holds them as an investment manager acting on behalf of discretionary clients. All the above sub-accounts are persons acting in concert with Jupiter Asset Management Limited, their common investment manager. The address of the investment manager is as stated on this letterhead.

Yours faithfully



Jenny Thompson
for and on behalf of Jupiter Asset Management Limited

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

(Regulation 13 (3) and (6))

Regulation 13(3) – Details of change in shareholding in respect of persons holding more than 5% shares in a listed company for EIH Associated Hotels Limited

Name & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/ voting rights acquired	Date of Acquisition of shares	Date of intimation to company	Mode of acquisition on (market purchase/ public/rights/pr eferential offer etc.)	No. & % of shares/voting rights post-acquisition/ Sale	Trading Member through whom the trade was executed with SEBI Registration no. of the TM	Stock exchanges on which the trades were executed	Buy quantity	Buy value (Rs)
FII sub account The Royal Bank of Scotland PLC as Trustee of Jupiter India Fund 1 Grosvenor Place, London SW1X 7JJ United Kingdom	1,491,543 shares	442,977 Shares	Acquisition of shares aggregating in excess of 2%	4 February 2011	Open Market Purchase	1,934,520 shares	Acquisition of 480,973 shares of EIH Associated Hotels Limited has been executed during the period 24 September 2010 to 3 February 2011. However, the details of the last transaction on 3 February 2011 on which the shareholding changed by in excess of 2% in aggregate are detailed in the attached annex.		480,973 shares	Rs 103,275,282.30
FII account Jupiter South Asia Investment Co. Ltd – South Asia Access Fund Rogers House 5 President John Kennedy Street Port Louis Mauritius	670,948 shares	37,996 Shares	Period of acquisition 24 September 2010 – 3 February 2011			708,944 shares				
	2,162,491 shares (11.04%)	Total 480,973 shares (2.46%)				2,643,464 shares (13.486%)				

For and on behalf of
JUPITER ASSET MANAGEMENT LIMITED
[Signature]

Trade Date	Settlement Date	Name of the Trading Member	SEBI Reg No. of the TM	Exchange on which the trade was executed	Acquired on behalf of:	Qty of Shares Acquired	Buy Value (Rs)
3 February 2011	7 February 2011	Motilal Oswal Securities Ltd	INB 231041238	NSE	Jupiter India Fund	92,025	16,564,500.00
3 February 2011	7 February 2011	Motilal Oswal Securities Ltd	INB 011041257	BSE	Jupiter India Fund	92,000	16,560,000.00
					Total	184,025	33,124,500.00

BSE - Bombay Stock Exchange Ltd
NSE – National Stock Exchange of India Ltd