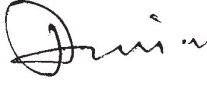


Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	KEI INDUSTRIES LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Anil Gupta (Acquirer / Donee) Anil Gupta (HUF) Archana Gupta KEI Cables (P) Ltd. Soubhagya Agency (P) Ltd. Subhlaxmi Motels & Inns. (P) Ltd. Sumitra Devi Gupta (Seller/Donor)		
Whether the acquirer belongs to Promoter / Promoter group	YES		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE,BSE,CSE		
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	13458806	20.11%	20.11%
b) Voting rights (VR) otherwise than by shares	N.A.	N.A.	N.A.
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)	N.A.	N.A.	N.A.
d) Total (a+b+c)	13458806	20.11%	20.11%
Details of acquisition / sale :			
a) Shares carrying voting rights acquired/sold	721970	1.08%	1.08%
b) VRs acquired/sold otherwise than by shares	N.A.	N.A.	N.A.
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	N.A.	N.A.	N.A.
d) Total (a+b+c)	721970	1.08%	1.08%
After the acquisition / sale, holding of:			
a) Shares carrying voting rights	14180776	21.19%	21.19%
b) VRs otherwise than by shares	N.A.	N.A.	N.A.
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	N.A.	N.A.	N.A.
d) Total (a+b+c)	14180776	21.19%	21.19%
Mode of acquisition / sale (e.g. open market /off market/ public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Inter se transfer by way of gift (Off Market)		
Date of acquisition /sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	06.03.2012		
Equity share capital / total voting capital of the TC before the said acquisition/sale	66937438		
Equity share capital / total voting capital of the TC after the said acquisition/sale	66937438		
Total diluted share / voting capital of the TC after the said acquisition	66937438		

Place : New Delhi
Date : 07.03.2012


(ANIL GUPTA)
N-2, Kailash Colony,
New Delhi - 110048