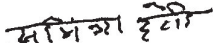


**Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	KEI INDUSTRIES LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	<b>Anil Gupta (Acquirer / Donee)</b> Anil Gupta (HUF) Archana Gupta KEI Cables (P) Ltd. Soubhagya Agency (P) Ltd. Subhlaxmi Motels & Inns. (P) Ltd. <b>Sumitra Devi Gupta (Seller/Donor)</b>		
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
<b>Before the acquisition under consideration, holding of :</b>			
a) Shares carrying voting rights	721970	1.08%	1.08%
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)	721970	1.08%	1.08%
<b>Details of acquisition / sale :</b>			
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%
<b>After the acquisition / sale, holding of:</b>			
a) Shares carrying voting rights	0	0.00%	0.00%
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)	0	0.00%	0.00%
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

  
**(SUMITRA DEVI GUPTA)**  
N-2, Kailash Colony,  
New Delhi - 110048