Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 [Regulations 13(4), 13(4A) and 13(6)] FORM D

Details of change in shareholding or voting rights held by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company

PH FINANCIAL SERVICES LIMITED 1-3- 1036/3/1, Lower Tank Bund Road, Gandhi Nagar, Hyderabad- 500080 PAN: AABCP2132L	No. & Address of Promoter/ Person who is part of Promoter Group/ Director/ Officer.
13,73,400 & 3.24%	No. & % of shares/ voting rights held by the Promoter /Person who is part of Promoter Group/ Officer
13,73,400 20/03/2012   26/03/2012   Market & Sale   3.24%	Date of receipt of allotment advice/ acquisition / sale of shares/ voting rights
26/03/2012	Date of Mode of No. & % Intimation acquisit! shares/ to on (market rights purchase post public/rig sale hts/prefe rential offer, etc.) /sale
Market Sale	Mode of No. acquisit shar on votin (market right purchase post / acqu public/rig sale hts/prefe rential offer, etc.) /sale
12,73,400 & 3.00%	No. & % of Trading shares/ through woting trade with SE post acquisition/ the TM sale
Cholamandalam Securities Limited SEBI Registration No. BSEJINB011286132 NSEJINB231286136	y Member h whom the as executed EBI ation No. of
Z	Exch-nge on which the trade was execu- uted
N A	Buy Buy quanti value ity
NA NA	Buy value
1,00,000 Equity Shares	Sell quantity
Rs. 19,22,418.30	Sell value

Hyderabad 2**\$**03,2012

SCEROY 40, P.S. For Viceroy Hotels Limited

P. Lenin Babu. P.Lenin Babu. Company Secretary

## Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 [Regulations 13(4), 13(4A) and 13(6)] FORM D

Detaits of change in shareholding or voting rights held by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company

Name, PAN	No. & %	Date of	Date of	Mode of	No. & % of	Trading Member	Evoh_nag	Bill			0.0
No. &	Qţ	receipt of	ş	acquisit	shares/	ŏ					enies liec
Address of	shares/		8	S .	voting	trade was	the trade	feerenanh		Aratanh	
Promoter/		advice/	company	(market	rights .	with	Was				
Person who	rights	acquisition	_	Ō.	post	tion -	execu-				
is part of	held by	/ sale of			acquisition/		ortani				
Promoter	the	shares/		public/rig sale	sale		3				
Group/	Promoter voting	voting		hts/prefe							
7	/Person	rights		rential		•					
Officer,	who is			offer,							
	part of			etc.)							
	Promoter			/sale							
	Director/			_							
	Officer							•			
PH INFOTECH	2,07,880	2,07,880,20/03/2012	26/03/2012 Market	Market	1,93,533	Cholamandalam	BSH	Z .	Š	14 347	Rs 2 82 087 00
LIMITED	n 40% &	_		Sale	, &	Securities Limited				Equity	1000
1-3- 1036/3/1,					0.40%	SEBI Registration No.	ς.			Shares	_
Bund Road,						IBSE:INB011288132					_
Gandhi Nagar, Hyderabad-			_	_		.,,	NSE 	· <u>-</u>			_
500080											
PAN:											
AABCP2134N				_							
									_		

Hyderabad 2**5**03.2012

For Viceroy Hotels Limited

\* P. Lenin Babu

P. Lenin Babu

Company Secretary