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

PAN: AABCP2132L	Plot No.258, Road No.18, Jubilee Hills, Hyderabad – 500033	P H FINANCIAL SERVICES LIMITED	Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/ Director/ Officer.
32L	1 <del>8</del> 8 8		No. & % of shares/ voting rights held by the Promoter /Person who is part of Promoter Group/ Officer
		12,73,400 29/03/2012 & 3.00%	Date of receipt of allotment advice/ acquisition / sale of shares/ voting rights
-		03/04/2012 Market Sale	Intimation acquisiti shares/ to on (market rights purchase post acquisit shares/ to (market rights public/rig sale hts/prefe rential offer, etc.)
		Market Sale	acquisiti sharron on (market right purchase post acquisiti sharron on (market right public/rig sale hts/prefe rential offer, etc.) //sale
		11,73,400 & 2.77%	tion/
		Shreepati Holdings & Finance Pvt. Ltd. SEBI Registration No. BSE: NB010639038 NSE: NB 0230639031	shares/ through whom the shares/ through whom the voting trade was executed with post SEBI Registration acquisition/ No. of the TM sale
	_	Z & CI	on which the trade was execu- uted
		NA A	quantity value
		×	
		1,00,000 Equity Shares	quantity
		Rs.15,43,084.12	

Hyderabad 03.04.2012



For Vicercy Hotels Limited
P. Lemin Babu
P. Lenin Babu Company Secretary

FORM D

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

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

PAN : AABCP2322C	3-6-199/1, Himayathnagar, Hyderabad- 500029	PARVATH REDDY INVESTMENTS PRIVATE LIMITED	Name, PAN No. & % No. & Address shares/ of Promoter/ voting Person who is rights part of the Group/ Person Director/ Person Officer. part of Promoter fromoter Group/ Person Officer. part of Promoter fromoter (Group) Person (Group) Person (Group) Person (Group) Person
		8,36,000 & 1.97%	ter of
		02/04/2012	ु ति भी
-		03/04/2012 Market Sale	Date of Mode of No. & % intimatio acquisiti shares/ n to on (market purchase post / public/rig sale hts/prefe rential offer, etc.) /sale
-	_	Market Sale	Mode of No. 8 acquisiti sharv on votin purchase post public/rig hts/prefe rential offer, etc.) /sale
	, <u>, , , , , , , , , , , , , , , , , , </u>	7,47,304 & 1.76%	of tion/
	_	Cholamandalam Securities Limited SEBI Registration No. BSE:INB011288132 INSE:INB231288136	No. & % of Trading Member shares/ through whom the voting trade was executed with SEBI Registration acquisition/ No. of the TM sale
		NSE BSE	Exch-nge on which the trade was execu-
	<u> </u>	NA A	Buy Buy quantity value
		Z >	value
	<u></u>	88,696 Equity Shares	Sell quantity
		Rs.14,45,346.04	Sell value

Hyderabad 03.04.2012

For Viceroy Hotels Limited

P. Lemin Babu

P. Lemin Babu Company Secretary