

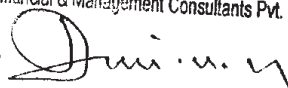
Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

| | | | |
|--|---|---|---|
| Name of the Target Company (TC) | KEI INDUSTRIES LIMITED | | |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer | Projection Financial & Management Consultants (P) Ltd. (Acquirer) Anil Gupta Anil Gupta (HUF) Archana Gupta KEI Cables (P) Ltd. Soubhagya Agency (P) Ltd. Subhlaxmi Motels & Inns. (P) Ltd. Dhan Versha Agency (P) Ltd. | | |
| Whether the acquirer belongs to Promoter / Promoter group | YES, PROMOTER GROUP | | |
| 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 | NIL | NIL | NIL |
| 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) | NIL | NIL | NIL |
| Details of acquisition / sale : Preferential Allotment | | | |
| a) Shares carrying voting rights acquired/sold | 9,00,000 | 1.28 | 1.28 |
| 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) | 9,00,000 | 1.28 | 1.28 |
| After the acquisition / sale, holding of: | | | |
| a) Shares carrying voting rights | 9,00,000 | 1.28 | 1.28 |
| 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) | 9,00,000 | 1.28 | 1.28 |
| Mode of acquisition / sale (e.g. open market /off market/ public issue / rights issue / preferential allotment / inter-se transfer, etc.) | PREFERENTIAL ALLOTMENT | | |
| Date of acquisition /sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | 21.09.2012 | | |
| 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 | 70237438 | | |
| Total diluted share / voting capital of the TC after the said acquisition | 140474876 | | |

For Projection Financial & Management Consultants Pvt.

For Projection Financial & Management Consultants Pvt. Ltd.

Director



Director

Place : New Delhi

Date : 21.09.2012