


Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	V.B.DESAI FINANCIAL SERVICES LIMITED
2.	Name of the acquirer(s)	1. Som Holding & Trading Co. Pvt. Ltd. 2. Mr. Mukesh T. Shroff
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	1. Bahl & Co. Pvt. Ltd. 2. Budh Holding & Trading Co. Pvt. Ltd. 3. Churchgate Investment & Trading Co. Pvt. Ltd. 4. Cumulative Investment & Trading Co. Pvt. Ltd. 5. Guide Investment & Trading Co. Pvt. Ltd. 6. Guru Holding Co. Pvt. Ltd. 7. Mahim Holding & Trading Co. Pvt. Ltd. 8. Marine Drive Investment & Trading Co. Pvt. Ltd. 9. Matunga Investment & Trading Co. Pvt. Ltd. 10. Saundarya Investment & Trading Co. Pvt. Ltd. 11. Neptune Steel Strips Limited 12. Mahimna Mercantile Credits Limited 13. Pearl Housing Finance Limited 14. Shriyam Auto Fin Limited 15. Traitraya Construction Finance Limited 16. V.B. Desai Securities & Finance Limited
	b. Proposed date of acquisition	On or after 9 th December, 2013
	c. Number of shares to be acquired from each person mentioned in 4(a) above	1. Som Holding & Trading Co. Pvt. Ltd. - 2,92,500 shares 2. Mr. Mukesh T. Shroff - 1,58,846 shares
	d. Total shares to be acquired as % of share capital of TC	9.97%
	e. Price at which shares are proposed to be acquired	Off market transaction at market price
	f. Rationale, if any, for the proposed transfer	Inter-se transfer between promoters/ promoter group
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Regulation 10(1)(a)(iv)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Not applicable
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Off market transaction at market price
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	The acquirer hereby declares that the acquisition price will not be higher by more than 25% of the market price
9.	Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable	The acquirer hereby declare that the transferor and transferee have complied / will comply with

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	disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)	applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011			
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	The acquirer hereby declares that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting rights	% w.r.t totalshare capital of TC	No. of shares/ voting rights	% w.r.t total capital of TC
	- Acquirer(s) and PACs (other than sellers)(*)				
	1. Som Holding & Trading Co. Pvt. Ltd.	79838	1.76	372338	8.22
	2. Mr. Mukesh T. Shroff	500	0.01	159346	3.52
	3. Mr. J.R. Shroff HUF	19060	0.42	19060	0.42
	4. Mr. J.R. Shroff	15200	0.34	15200	0.34
	5. Mrs. Dharati J. Shroff	249931	5.52	249931	5.52
	6. Mr. Pradip R. Shroff	4252	0.09	4252	0.09
	7. Mrs. Manjula T. Shroff	10200	0.23	10200	0.23
	8. Mrs. Raksha P. Shroff	7792	0.17	7792	0.17
	9. Ms. Bindu T. Shroff	5431	0.12	5431	0.12
	10. Mr. Thakorlal R. Shroff	4221	0.09	4221	0.09
	11. Mr. Girish R. Shroff	1200	0.03	1200	0.03
	12. Mrs. Jyoti G. Shroff	1000	0.02	1000	0.02
	13. Mr. Manoj T. Shroff	800	0.02	800	0.02
	14. Mrs. Archana M. Shroff	300	0.01	300	0.01
	15. Mr. Raj. P. Shroff	800	0.02	800	0.02
	16. Mrs. Purvi R. Shroff	12000	0.27	12000	0.27
	17. Mrs. Pinki M. Shroff	3000	0.07	3000	0.07
	18. Aarayaa Finstock Pvt. Ltd.	100627	2.22	100627	2.22
	19. Desai Investments Pvt. Ltd.	771607	17.04	771607	17.04
	20. Govardhan Holding & Trading Co. Pvt. Ltd.	25189	0.56	25189	0.56
	21. Vishvakarma Equipment. Finance Ltd.	10186	0.22	10186	0.22
	22. V.B.Desai Industrial Finance Ltd.	4792	0.11	4792	0.11
	TOTAL (A)	1327926	29.33	1779272	39.30
	- Seller (s)				
	1. Bahl & Co. Pvt. Ltd.	126048	2.78	104820	2.31
	2. Budh Holding & Trading Co. Pvt. Ltd.	148314	2.78	0	0
	3. Churchgate Investment & Trading Co. Pvt. Ltd.	11946	0.26	0	0
	4. Cumulative Investment & Trading Co. Pvt. Ltd.	107275	2.37	0	0
	5. Guide Investment & Trading Co. Pvt. Ltd.	16956	0.37	0	0
	6. Guru Holding Pvt. Ltd.	49307	1.09	0	0
	7. Mahim Holdings & Trading Co. Pvt. Ltd.	100	0.00	0	0
	8. Marine Drive Investment & Trading Co. Pvt. Ltd.	400	0.01	0	0
	9. Matunga Investments & Trading Co. Pvt. Ltd.	34429	0.76	0	0

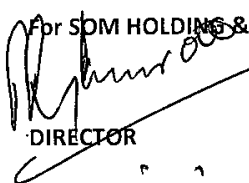
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10. Saundaraya Investment & Trading Co. Pvt. Ltd.	12300	0.27	0	0
11. Neptune Steel Strips Limited	6349	0.14	0	0
12. Mahimna Mercantile Credits Limited	19586	0.43	0	0
13. Pearl Housing finance Limited	2886	0.06	0	0
14. Shriyam Auto Fin. Ltd.	8392	0.19	0	0
15. Traitraya Construction Finance Ltd.	9386	0.21	0	0
16. V.B.Desai Securities & Finance Ltd.	3692	0.08	1200	0.03
TOTAL (B)	557366	12.31	106020	2.34
TOTAL	1885292	41.64	1885292	41.64

Note:

- (*) Shareholding of each entity may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

For SOM HOLDING & TRADING CO. PVT. LTD.



DIRECTOR

m. t. shroff
MUKESH T. SHROFF

Place: Mumbai

Date: December 2, 2013