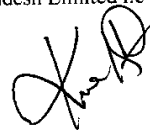


Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	The Sandesh Limited		
2. Name(s) of the acquirer/seller and Persons Acting in Concert (PAC) with the acquirer/seller.	Bennett Coleman & Co. Ltd.		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange National Stock Exchange		
5. Details of the acquisition / disposal/buy back / holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
<u>Before the acquisition/disposal/buy-back under consideration, holding of:</u>			
a) Shares carrying voting rights	10,37,464	*13.70%	N.A.
b) Voting rights (VR) otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
Total (a+b+c)	10,37,464	13.70%	N.A.
<u>Details of acquisition/sale/ buy back</u>			
a) Shares carrying voting rights acquired/sold	9,55,889	12.63%	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument			

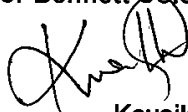
- Pre buy-back, the paid up capital of the Sandesh limited was 85,29,421 equity shares of Rs 10/- each. Post buy back the paid up capital of the Sandesh Limited is 75,69,421 and accordingly all the disclosures are made on the post buy-back capital of the Sandesh Limited i.e 75,69,421 equity shares of Rs. 10/ each.



entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
Total (a+b+c)	9,55,889	12.63%	N.A.
<u>After the acquisition/sale/buy back, holding of:</u>			
a) Shares carrying voting rights	81,575	1.07%	N.A.
b) VRs otherwise than by shares			
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.			
Total (a+b+c)	81,575	1.07%	N.A.
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Buy back of shares through the Tender Offer process		
7. Date of acquisition / sale of shares /buy back VR or date of receipt of intimation of allotment of shares, whichever is applicable	March 14, 2013		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale/buyback	85,29,421 Equity Shares of Rs. 10/- each		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale/ buy back	75,69,421 Equity Shares of Rs. 10/- each		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	N.A.		

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For Bennett Coleman & Co. Ltd.



Kausik Nath
Vice President and Company Secretary

Place: Mumbai
Date: March 18, 2013.