

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 and Management Consultants Private Limited (Acquirer) Anil Gupta Anil Gupta (HUF) Archana Gupta KEI Cables Private Limited Soubhagya Agency Private Limited Subhlaxmi Motels & Inns Private Limited Dhan Versha Agency Private Limited		
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 (assuming full conversion of 35,00,000 warrants)
	1	2*	3*
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	9,00,000	1.22	1.17
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)	9,00,000	1.22	1.17
Details of acquisition / sale : Preferential Allotment			
a) Shares carrying voting rights acquired/sold	35,00,000	4.75	4.53
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	35,00,000	4.75	4.53
d) Total (a+b+c)	70,00,000	9.50	9.06
After the acquisition / sale, holding of:			
a) Shares carrying voting rights	44,00,000	5.97	5.70
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	3500000	4.75	4.53
d) Total (a+b+c)	79,00,000	10.72	10.23
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	11.07.2013		
Equity share capital / total voting capital of the TC before the said acquisition/sale	14,04,74,876.00		
Equity share capital / total voting capital of the TC after the said acquisition/sale	14,74,74,876.00		
Total diluted share / voting capital of the TC after the said acquisition*	15,44,74,876.00		

Note:

*Total diluted share capital assuming full conversion of 35,00,000 Warrants.

*% of share in coloumn 2 has been calculated on 7,37,37,438 Equity Shares.

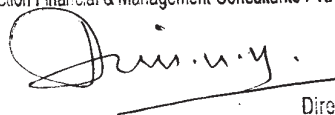
*% of share in coloumn 3 has been calculated on 7,72,37,438 Equity Shares (assuming full conversion of 35,00,000 Warrants).

For Projection Financial and Management Consultants (P) Ltd.

Place : New Delhi
Date : 11.07.2013

For Projection Financial & Management Consultants Pvt. Ltd.

Director


Director