Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A – Details of the Acquisition

| Name of the Target Company (TC) | BINNY LTD | <u> </u> | | |
|---------------------------------------|---|---|-------------------------------------|--|
| Name(s) of the acquirer and | | | | |
| Persons Acting in Concert (PAC) | ECL Finance Ltd. | | | |
| with the acquirer | a south manage eta. | | | |
| Whether the Acquirer belongs to | No | | | |
| Promoter/Promoter group | | | | |
| Name(s) of the Stock Exchange(s) | Bombay Stock Exchange Limited | | | |
| where the shares of TC are listed | Madras Stock Exchange of Ltd. | | | |
| Details of the acquisition as | Number % w.r.t. total % w.r.t. total dilute | | | |
| follows | | share/voting capital wherever applicable(*) | share/voting capital of the TC (**) | |
| Before the acquisition under | | minister applicable() | or the ret | |
| consideration, holding of acquirer | | | | |
| along with PACs of: | | | | |
| a) Shares carrying voting rights | - | - | _ | |
| b) Shares in the nature of | • | - | - | |
| encumbrance (pledge/ lien/non- | | | | |
| disposal undertaking/ others) | | | | |
| c) Voting rights (VR) otherwise | - | - | _ | |
| than by equity shares | | | | |
| d) Warrants/convertible | - | - | - | |
| securities/any other instrument | | | | |
| that entitles the acquirer to receive | | | | |
| shares carrying voting rights in the | | | | |
| TC (specify holding in each | | | | |
| category) | | · | | |
| e) Total (a+b+c) | - | - | • | |
| Details of acquisition | | , | | |
| a) Shares carrying voting rights | • | - | - | |
| acquired | | | | |
| b) VRs acquired otherwise than by | · - | • | · - | |
| equity 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) acquired | | | · | |
| d) Shares in the nature of | 1,13,89,327**** | 51.03% | 51.03% | |
| encumbrance (pledge/ lien/non- | | | | |
| disposal undertaking/ others) | | · | | |
| e) Total (a+b+c+/-d) | 1,13,89,327**** | 51.03% | 51.03% | |



| acquirer along with PACs of: a) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others) Shares pledged with the acquirer b) Shares carrying voting rights 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 d) Total (a+b+c) 1,13,89,327**** 51.03% 51 | After the acquisition, holding of | 1 | | 1 | | |
|--|---|---|--------------------------|--------|--|--|
| encumbrance (pledge/ lien/non- disposal undertaking/ others) Shares pledged with the acquirer b) Shares carrying voting rights 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 d) Total (a+b+c) Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.) Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc. Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC. Equity share capital / total voting capital of the TC before the said acquisition Total diluted share/voting capital of Total diluted share/voting capital of Total diluted share/voting capital of | | | | | | |
| encumbrance (pledge/ lien/non- disposal undertaking/ others) Shares pledged with the acquirer b) Shares carrying voting rights 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 d) Total (a+b+c) Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.) Sallent features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc. Date of acquisition of / date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC. Equity share capital / total voting capital of the TC before the said acquisition Total diluted share/voting capital of Total diluted share/voting capital of Total diluted share/voting capital of | | 1,13,89,327**** | 51.03% | 51.03% | | |
| Shares pledged with the acquirer b) Shares carrying voting rights 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 d) Total (a+b+c) Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.) Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc. Date of acquisition of date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC. Equity share capital / total voting capital of the TC before the said acquisition Equity share capital / total voting capital of the TC after the said acquisition Total diluted share/voting capital of | | | | | | |
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| 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 d) Total (a+b+c) Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.) Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc. Date of acquisition of / date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC. Equity share capital / total voting capital of the TC before the said acquisition 7,23,19,410 Total diluted share/voting capital of | | | · | | | |
| securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition d) Total (a+b+c) Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.) Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc. Date of acquisition of / date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC. Equity share capital / total voting capital of the TC before the said acquisition Total diluted share/voting capital of Total diluted share/voting capital of | | - | - | - | | |
| that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition d) Total (a+b+c) Mode of acquisition (e.g. open market / public issue / preferential allotment / inter-se transfer/encumbrance, etc.) Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc. Date of acquisition of / date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities the acquirer to receive shares in the TC. Equity share capital / total voting capital of the TC before the said acquisition Total diluted share/voting capital of Total diluted share/voting capital of | , | - | - | - | | |
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| | | 2,23,19,410 | | | | |



For EC Finance Ltd.

Authorized Signatory

/ Place: Mumbai

Date: October 01, 2014

Note:

- (*) Total share capital/voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.
- (**) 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.
- (***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.
- (****) Figures exclude securities in beneficiary accounts of clients of broking entities in the group in as much as the powers of attorney in favour of the broking entities are in respect of clients' settlement and margin obligations.