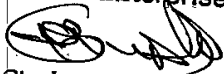


Format for disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Rossell India Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	BMG Enterprises Limited, 1st Floor, DCM Building, 16, Barakhamba Road, New Delhi		
Whether the acquirer belongs to Promoter/Promoter Group	Promoter Group		
Name(s) of the Stock Exchange(s) where the shares of TC are listed	BSE, NSE, Kolkata and Gauhati		
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	2,31,58,632	63.11	-
b) Shares in the nature of encumbrance (pledge / lien / non-disposal undertaking / others)	-	-	-
c) Voting rights (VR) otherwise than by 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+d)	2,31,58,632		
Details of acquisition / sale			
a) Shares carrying voting rights acquired / sold	675	0.01	-
b) VRs acquired/sold 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) acquired/sold	-	-	-
d) Shares encumbered / invoked / released by the acquirer	-	-	-
e) Total (a+b+c+/-d)	675	0.01	-
After the acquisition / sale, holding of:			
a) Shares carrying voting rights	2,31,57,957	63.10	-
b) Shares encumbered with the acquirer	-	-	-
c) VRs otherwise than by 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) after acquisition	-	-	-
e) Total (a+b+c+d)	2,31,57,957	63.10	-
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Through BSE and NSE		

Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	27.11.2014
Equity share capital / total voting capital of the TC before the said acquisition / sale	3,66,96,475
Equity share capital / total voting capital of the TC after the said acquisition / sale	3,66,96,475
Total diluted share / voting capital of the TC after the said acquisition	3,66,96,475

Place: New Delhi
Date: 27.11.2014

for BMC Enterprises Ltd.

 Chairman/Mg. Director