



Associated
Alcohols & Breweries Ltd.

Corporate Office :
BPK Star Tower, 4th Floor,
Above Shoppers Stop, A. B. Road,
Indore - 452 008, (M.P.) India
Contact No. +91 731 6662400 / 500
Fax : +91 731 6662410
E-mail : associatedalcohols@yahoo.com

AABL/2014-15

21st March, 2014

To
The Manager,
Corporate Service Department,
The Bombay Exchange Limited,
14th Floor, Phiroj JJB Tower,
Dalal Street, fort,
Mumbai – 400 001.

Dear Sir,

Sub: - Reporting in respect of Acquisition of Shares by Individual/PAC

With reference to above caption matter, we would like to apprise your good self Shree Anshuman Kedia have purchased 1, 69,900 Equity Shares of the Company on 21st March, 2014.

The report as required under SEBI (Substantial Acquisition of Shares and Takeovers) Regulation 2011, are enclosed here with

Kindly find the above in order, and take the same on record.

Thanking you,

For Associated Alcohols & Breweries Ltd.

Ashish Kumar Gadhwa
Director/ Authorized Signatory



ANSHUMAN KEDIA

10A, SHRINAGAR ANNEX
INDORE – 452 001 (M.P.)
CONTACT NO. +91 0731 2553587

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

Part-A- Details of the Acquisition

Name of the Target Company (TC)	Associated Alcohols & Breweries Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Sree Anshuman Kedia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombey Stock Exchange Limited & Madhya Pradesh Stock Exchange Limited		
Details of the acquisition 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 acquirer along with PACs of:			
a) Shares carrying voting rights	2,82,000	3.11%	3.11%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NIL	NIL	NIL
b) Voting rights (VR) otherwise than by equity shares	NIL	NIL	NIL
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)	NIL	NIL	NIL
e) Total (a+b+c+d)	2,82,000	3.11%	3.11%
Details of acquisition			
a) Shares carrying voting rights acquired	1,69,900	1.88%	1.88%
b) VRs acquired otherwise than by equity shares	NIL	NIL	NIL
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying			

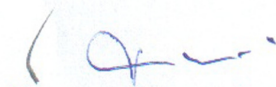
ANSHUMAN KEDIA

10A, SHRINAGAR ANNEX
INDORE – 452 001 (M.P.)
CONTACT NO. +91 0731 2553587

category) acquired	NIL	NIL	NIL
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NIL	NIL	NIL
e) Total (a+b+c+/-d)	1,69,900	1.88%	1.88%
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	4,51,900	4.989%	4.989%
b) VRs otherwise than by equity shares	NIL	NIL	NIL
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	NIL	NIL	NIL
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NIL	NIL	NIL
e) Total (a+b+c+d)	4,51,900	4.989%	4.989%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open Market		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Equity Shares		
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.	21.03.2014		
Equity share capital / total voting capital of the TC before the said acquisition	9039600		
Equity share capital/ total voting capital of the TC after the said acquisition	9039600		
Total diluted share/voting capital of the TC after the said acquisition	4,51,900 Equity Shares		

ANSHUMAN KEDIA

10A, SHRINAGAR ANNEX
INDORE – 452 001 (M.P.)
CONTACT NO. +91 0731 2553587



Signature of the acquirer / Authorized Signatory

Place: Indore

Date: 21.03.2014

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.