

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 Anil Gupta Anil Gupta (HUF) Archana Gupta KEI Cables Private Limited Soubhagya Agency Private Limited Subhaxmi 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
	1	2	3
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	4400000	5.97	5.70
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	N.A.	N.A.	N.A.
c) Voting rights (VR) otherwise than by shares	N.A.	N.A.	N.A.
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)	3500000	4.75	4.53
e) Total (a+b+c+d)	7900000	10.71	10.23
Details of acquisition / sale : Allotment of equity shares upon conversion of Warrants issued on Preferential Allotment basis to Promoter / Promoter group :			
a) Shares carrying voting rights acquired/sold (upon conversion of 3500000 Warrants as mentioned above)	3500000	4.53	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	N.A.	N.A.	N.A.
d) Shares encumbered / invoked / released by the acquirer	N.A.	N.A.	N.A.
e) Total (a+b+c+d)	3500000	4.53	4.53
After the acquisition / sale, holding of:			
a) Shares carrying voting rights (including allotment of equity shares upon conversion of 3500000 Warrants)	7900000	10.23	10.23
b) Shares encumbered with the acquirer	N.A.	N.A.	N.A.
c) VRs otherwise than by shares	N.A.	N.A.	N.A.
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	N.A.	N.A.	N.A.
e) Total (a+b+c+d)	7900000	10.23	10.23
Mode of acquisition / sale (e.g. open market / off market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Allotment of equity shares upon conversion of Warrants earlier issued on Preferential Allotment basis to Promoter / Promoter group on 11.07.2013		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	15.05.2014		
Equity share capital / total voting capital of the TC before the said acquisition/sale	147474876		
Equity share capital / total voting capital of the TC after the said acquisition/sale	154474876		
Total diluted share / voting capital of the TC after the said acquisition*	154474876		

Note:

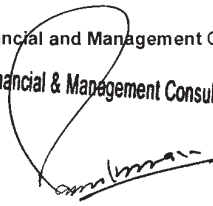
* % of shares held before acquisition, calculated on 7,37,37,438 Equity Shares.
While diluted shares before acquisition calculated on 7,72,37,438 Equity Shares.
* % of shares held after acquisition, calculated on 7,72,37,438 Equity Shares.

For Projection Financial and Management Consultants (P) Ltd.

For Projection Financial & Management Consultants Pvt. Ltd

Place : New Delhi
Date : 16.05.2014

Director



Director