



Magma Fincorp Limited
 Regd. Office
 Magma House
 24 Park Street, Kolkata 700 016
 Tel : 91 33 4401 7350 / 7200
 Fax : 91 33 4401 7313
 CIN : L51504WB1978PLC031813
 Web: www.magma.co.in

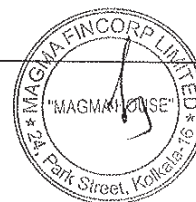


Annexure 1

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

Part-A- Details of the Acquisition

1. Name of the Target Company (TC)	M/s Orient Beverages Ltd		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the Acquirer	M/s Magma Fincorp Limited,		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	1.BSE Limited 2.The Calcutta Stock Exchange Limited		
5. 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:	NIL		
a) Shares carrying voting rights	NIL	NIL	NIL
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	NIL	NIL	NIL
c) 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

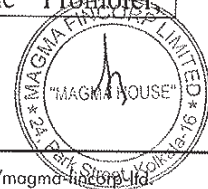




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e) Total (a+b+c)	NIL		
Details of acquisition:			
a) Shares carrying voting rights acquired	-	-	-
b) VRs acquired otherwise than by equity shares	-	-	-
c) Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	-	-	-
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	8,25,000	38.17	38.17
e) Total (a+b+c+/-d)	8,25,000	38.17	38.17
After the acquisition, holding of acquirer along with PACs of:			
a) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others) Shares pledged with the acquirer	8,25,000	38.17	38.17
b) VRs 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) after acquisition.	-	-	-
d) Total (a+b+c)	8,25,000	38.17	38.17
6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/	<ul style="list-style-type: none"> • Pledge of 6,35,000 Equity Shares of Rs. 10/- each of TC created by Mr. Narendra Kumar Poddar, one of the Promoter. 		

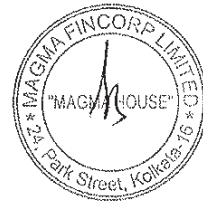




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encumbrance, etc.)	representing 29.38% of the Paid up Equity Share Capital in favour of Magma Fincorp Limited. <ul style="list-style-type: none">• Pledge of 1,90,000 Equity Shares of Rs. 10/- each of TC created by Mrs. Ruchira Poddar, one of the Promoter, representing 8.8% of the Paid up Equity Share Capital in favour of Magma Fincorp Limited
7. Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	-
8. 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.	07.08.2014
9. Equity share capital/total voting capital of the TC before the said acquisition	21,61,500 Equity Shares of the face value of Rs.10/- each aggregating to Rs.2,16,15,000
10. Equity share capital/ total voting capital of the TC after the said acquisition	21,61,500 Equity Shares of the face value of Rs.10/- each aggregating to Rs. 2,16,15,000/-
11. Total diluted share/ voting capital of the TC after the said acquisition.	21,61,500 Equity Shares of the face value of Rs.10/- each aggregating to Rs. 2,16,15,000/-



For MAGMA FINCORP LIMITED


GIRISH BHATIA
Company Secretary

Signature of acquirer/Authorised Signatory

Place: **KOLKATA**

Date: 09.08.2014

Note:

(*) Total share capital/ voting capital to be taken as per 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.