

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

Name of the Target Company (TC)	Super Sales India Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Lakshmi Cargo Company Limited (Acquirer) and Sri Sanjay Jayavarthanavelu (PAC)		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Madras Stock Exchange Limited Bombay Stock Exchange Limited		
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/disposal under consideration, holding of :			
a) Shares carrying voting rights	10,77,905	35.09	35.09
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+d)	10,77,905	35.09	35.09
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	3,99,295	13.00	13.00
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)	3,99,295	13.00	13.00
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	14,77,200	48.09	48.09
b) Shares encumbered with the acquirer			
c) VRs 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) after acquisition			
e) Total (a+b+c+d)	14,77,200	48.09	48.09
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	By way of an Open offer		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	20.08.2014		
Equity share capital / total voting capital of the TC before the said acquisition/sale	Rs. 3,07,15,000		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	Rs. 3,07,15,000		
Total diluted share/voting capital of the TC after the said acquisition/sale	Rs. 3,07,15,000		

Lakshmi Cargo Company is one the entities of the promoter group. It already hold 81,000/- shares (2.64% of the paid up share capital) in the Target Company. Now it has acquired 3,99,295 shares (13% of the paid up share capital) in the Target Company through Open Offer.

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.

Signature of the acquirer / seller / Authorised Signatory

For Lakshmi Cargo Company Limited


DIRECTOR

Place: Coimbatore

Date: 21.08.2014