

By Mail

16TH December, 2016

National Stock Exchange of India Limited,
Exchange Plaza
Plot no. C/1, G Block, Bandra-Kurla Complex
Bandra (E) Mumbai - 400 051

Bombay Stock Exchange Limited
Floor 25, P.J. Towers
Dalal Street, Fort
Mumbai - 400 001

Fax No: + 91-22-2659 8120

Fax No.:+91-22-22723121

Coffee Day Enterprises Limited
23/2 Coffee Day Square
Vittal Mallya Road
Bangalore – 560001

Ph: + 91-80-40012345

Dear Sirs,

Sub: Disclosure under Regulation 31(1) and 31(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

I wish to inform you that 7,00,000 equity shares of Rs.10/- each of Coffee Day Enterprises Limited are under Pledge as a security in favour of Aditya Birla Finance Limited, in connection with the Loan taken by the Company.

Please find enclosed relevant disclosures in the prescribed format as per Regulation 31(1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

I request you to kindly take the same on record.

Thanking you,

Yours faithfully,


Vasanthi Hegde

Enclosures: As Above

Disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / Invocation of encumbrance / release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI [Substantial Acquisition of Shares and Takeovers] Regulations, 2011

Name of the Target Company [TC]	Coffee Day Enterprises limited
Names of the Stock Exchanges where the shares of the target company are listed	BSE Limited National Stock Exchange of India Limited
Date of Reporting	16.12.2016
Name of the promoter or PAC on whose shares encumbrance has been created / released / invoked	Vasanthi Hegde

Name of the Promoter(s) or PACs with him	Promoter Holding in the Target Company [1]				Promoter holding already encumbered [2]				Details of events pertaining to encumbrance [3]				Post event holding of encumbered shares [creation] [2+3] / release [2]-[3] / invocation [2]-[3]	
	No. of shares	% of total share capital	% w.r.t. diluted share capital	No. of shares	% of total share capital	Type of event (creation / release / invocation)	Date of creation / release of encumbrance	Type of encumbrance (pledge/lien/disposal/underfaking/others)	Reasons for encumbrance	No. of shares	% of total share capital	Name of the entity in whose favour shares encumbered	No. of shares	% of total share capital
V.G. Suddantha	63,945,904	31.04%		22,636,326	10.99%							22,636,326	10.99%	
Gonibedu Coffee Estates Private Limited	11,071,104	5.37%		11,071,104	5.37%							11,071,104	5.37%	
Devadarshini Info Technologies Pvt Ltd	12,408,440	6.02%		12,408,440	6.02%							12,408,440	6.02%	
Coffee Day Consolidators Pvt Ltd	12,268,416	5.96%		-	-							-	-	
Mrs. Malavika Hegde	2,984,104	1.45%		-	-							-	-	
Mrs. Vasanthi Hegde	2,634,004	1.27%		1,837,000	0.89%	Creation	07.12.2016	Pledge	Pledge of shares in favour of Aditya Birla Finance Limited for the loan taken by Coffee Day Enterprises Limited	700000	0.34%	Aditya Birla Finance Limited	2,537,000	1.23%
Mr. S.V. Ganjash Hegde	2,594,792	1.26%		1,887,376	0.82%							1,887,376	0.82%	
Sivan Securities Pvt.Ltd	444,032	0.22%		444,000	0.22%							444,000	0.22%	
TOTAL	108,350,796	52.59%		52,59%								50,784,246	24.64%	

Vasanthi Hegde

Signature of the Authorised Signatory

Place : Bangalore

Date : 16.12.2016