

# SOYUMM MARKETING PVT LTD

RUCHI HOUSE, ROYAL PALMS, SUVEY NO. 169, AAREY COLONY, GOREGAON (EAST) MUMBAI – 400 065  
CIN : U51909MH2003PTC140401

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To,  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Tower,  
Dalal Street, Mumbai 400 001

09.05.2016

National Stock Exchange of India Ltd.,  
“Exchange Plaza”, Bandra-Kurla Complex,  
Bandra (E), Mumbai – 400 051

Ruchi Soya Industries Ltd.  
Ruchi House, Royal Palms,  
Survey No. 169, Aarey Milk Colony,  
Near Mayur Nagar, Goregaon (East),  
Mumbai- 400 065

Dear Sir,

**Sub: Intimation under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and takeovers) Regulations, 2011**

This is to inform that with the sale/purchase made by the entities of promoters group on 6<sup>th</sup> May, 2016, in equity shares of Ruchi Soya Industries Limited, the aggregate of sale and purchase made since last disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and takeovers) Regulations, 2011, made on vide letter dated 12<sup>th</sup> November, 2013 has exceeded 2%. As on date the promoters' holding in the Company is 18,98,83,542 (56.83%) equity shares.

We enclose herewith relevant information in compliance with the provisions of Regulation 29(2) of SEBI (Substantial Acquisition of Shares and takeovers) Regulations, 2011.

Please find the above in order and acknowledge the receipt hereof.

Thanking you,

Your sincerely,  
For Soyumm Marketing Private Limited  
(Representing Promoters Group)



Director  
Encl. : a/a.

**Annexure-1**

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

1. Name of the Target Company (TC)	RUCHI SOYA INDUSTRIES LIMITED		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	SOYUMM MARKETING PRIVATE LIMITED ( with other entities of Promoters Group. Promoter Group given in Annexure-2 attached herewith )		
3. Whether the acquirer belongs to Promoter/Promoter group	YES		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE and NSE		
5. 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 under consideration, holding of:			
a) Shares carrying voting rights	18,64,72,442	55.82%	55.82%
b) Shares in the nature of encumbrance (Pledge/lien/ non – disposal undertaking/others)	NIL	--	--
c) Voting rights (VR) otherwise than by shares	NIL	--	--
d) Warrants/convertible securities /any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	NIL	--	--
Total (a+b+c+d)	18,64,72,442	55.82%	55.82%
<b><u>Details of acquisition/sale (Refer Note "A")</u></b>			
a) (i) Shares carrying voting rights acquired	2,11,45,582	6.33%	6.33%
a) (ii) Shares carrying voting rights sold	1,77,34,482	5.31%	5.31%
b) VRs acquired /sold otherwise than by shares	Nil	--	--
c) Warrants/convertible securities/any other other instrument	Nil	--	--

that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	Nil	--	--
d) Shares encumbered/invoked/released by the acquirer			
Total (a+b+c+/-d)	3,88,80,064	11.64%	11.64%
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	18,98,83,542	56.83%	56.83%
b) shares encumbered with the acquirer	Nil	--	--
c) VRs otherwise than by shares	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) after acquisition.	Nil	--	--
Total (a+b+c+d)	18,98,83,542	56.83%	56.83%
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market / off market/ inter-se transfer		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	From 9 <sup>th</sup> November, 2013 to 6 <sup>th</sup> May, 2016		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	33,40,46,422 equity shares		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	33,41,00,722 equity shares		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	33,41,00,722 equity shares		

(\*) Total share capital/voting capital to be taken as per the latest filing done by the Company to the Stock Exchanges under Regulation 31 of SEBI ( Listing Obligation and Disclosure Requirements) Regulation, 2015.

(\*\*) 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.

- **Note "A"** - On 6<sup>th</sup> May, 2016 Soyumm Marketing Private Limited bought 71,58,836 equity shares (off market) from Dinesh Shahra (HUF), both the entities belong to promoters group of TC (Ruchi Soya Industries Limited). With this transaction the aggregate of sale/purchases made by promoters group entities since the date of last disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (i.e. 9<sup>th</sup> November, 2013) exceeded 2% of the paid up capital.

The acquisition ( 2,11,45,582 equity shares) and sale ( 1,77,34,482 equity shares) reported in Para 5, include inter-se promoters transaction of which is exempted in terms of provision of Regulation 10(2) read with 10(5) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

**For Soyumm Marketing Pvt. Ltd  
(Representing Promoter Group)**

**Place: Mumbai**

*H. U. Lakshmi*

**Date: 09/05/2016**

**Director**

**Annexure-2**

**promoters group of TC (Ruchi Soya Industries Limited)**

1	Abha Shahra
2	Dinesh Shahra
3	Dinesh Shahra (HUF)
4	Kailash Shahra
5	Mridula Shahra
6	Nitadevi Shahra
7	Santosh Shahra (HUF)
8	Suresh Shahra
9	Savitridevi Shahra
10	Neeta Umesh Shahra (Trustee of Suyash Trust)
11	Umesh Shahra
12	Ushadevi Shahra
13	Amrita Shahra
14	Ankesh Shahra
15	Sarvesh Shahra
16	Amisha Shahra
17	Suresh Shahra (HUF)
18	Manish Shahra
19	Neha Shahra
20	Bhawana Goel
21	Nitesh Shahra
22	Kailash Shahra HUF
23	Vishesh Shahra
24	Mamta Khandelwal
25	APL International Pvt. Limited
26	Arandi Investment Pvt. Limited
27	National Steel & Agro Industries Limited
28	Mahakosh Holdings Private Limited
29	Ruchi Infrastructure Limited
30	Dinesh Shahra (Trustee Ruchi Soya Industries Ltd.Beneficiary Trust)
31	Dinesh Shahra (Holding on behalf of Disha Foundation Trust)
32	Mahakosh Papers Pvt. Ltd.
33	Ruchi Acroni Ind Limited
34	Shahra Estate Pvt.Ltd.
35	Ruchi Global Ltd.
36	Ruchi Infotech Ltd.
37	Suresh Chandra Santosh Kumar shahra(Trustee of Mahakosh Family Trust)
38	Soyumm Marketing Private Limited
39	Shahra Brothers Pvt. Ltd.
40	Spectra Realties Pvt. Ltd.
41	Evershine Oleochem Limited