

Dated: 26-September-2016

Bombay Stock Exchange Limited Phiroze Jeejeebhoy Towers 25 th Floor, Dalal Street Mumbai 400001	Binny Ltd. No.1, Cooks Road, Perambur, Chennai,Tamil Nadu - 600012
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Dear Sirs,

Binny Limited
Notification under SAST Regulation 2011

We, ECL Finance Ltd. forward herewith the necessary information under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011 in respect of the above company.

Yours faithfully

For ECL Finance Ltd.


Authorised Signatory

Encl.: As above



Proud to announce Rs. 1 crore life cover to each and every athlete of the 2016 Indian Olympic team by Edelweiss Tokio Life Insurance Co. Ltd.

ECL Finance Limited

Corporate Identity Number : U65990MH2005PLC154854

Registered Office : Edelweiss House, Off CST Road, Kalina, Mumbai 400098 ☎ +91 22 4009 4400 www.edelweissfin.com

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

Part-A – Details of the Acquisition / Sale

Name of the Target Company (TC)	BINNY LTD		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	ECL Finance Ltd.		
Whether the Acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are listed	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 under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	-	-	-
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	1,13,89,327***	51.03%	51.03%
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)	1,13,89,327***	51.03%	51.03%
Details of acquisition / Sale			
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)	1,13,89,327***	51.03%	51.03%
e) Total (a+b+c+/-d)	1,13,89,327***	51.03%	51.03%
After the acquisition/sale, 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			
b) Shares carrying voting rights	-	-	-
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)	-	-	-
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer / encumbrance, etc.)	By way of release of encumbrances against loans/ dues		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	NA		
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.	Date of release – 23 rd September 2016		
Equity share capital / total voting capital of the TC before the said acquisition	2,23,19,410		
Equity share capital/ total voting capital of the TC after the said acquisition	2,23,19,410		
Total diluted share/voting capital of the TC after the said acquisition	2,23,19,410		

For ECL Finance Ltd.



Authorized Signatory



Place: Mumbai

Date: September 26, 2016

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.

(***) Figures exclude securities in beneficiary accounts of clients of broking entities in the group in as much as the powers of attorney in favour of the broking entities are in respect of clients' settlement and margin obligations.