

By Mail

04<sup>TH</sup> January, 2017

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

Fax No: + 91-22-2659 8120

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

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**

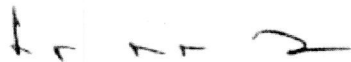
I wish to inform you that there are various pledges of equity shares of Rs.10/- each of Coffee Day Enterprises Limited as security in favour of various lenders in connection with the NCD's, loan availed by the group company.

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,



**V.G.Siddhartha**

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<br>National Stock Exchange of India Limited |
| Date of Reporting   | 04.01.2017  |
| Name of the promoter or PAC on whose shares encumbrance has been created / released / invoked | V.G.Siddhartha  |

| 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 [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 / invocation / release of encumbrance | Type of encumbrance (pledge/lien/disposal/understanding/ 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.Siddhartha  | 69,174,700   | 33.58%                                    |                                | 22,536,326   | 10.99%  | Creation  | 27.12.2016   | Pledge   | Pledge of shares to AK Capital Finance for the NCD's issued by the group company        | 822000                       | 0.40%                    | IDBI Trusteeship Services Limited                    | 23,458,326   | 11.39%  |
|   |  |   |                                | 23,458,326   | 11.39%  | Creation  | 27.12.2016   | Pledge   | Pledge of shares to India Bulls for the NCD's issued by the group company               | 50000                        | 0.02%                    | IDBI Trusteeship Services Limited                    | 23,508,326   | 11.41%  |
|   |  |   |                                | 23,508,326   | 11.41%  | Creation  | 29.12.2016   | Pledge   | Pledge of shares to Aditya Birla Finance for the loan availed by the Company            | 700000                       | 0.34%                    | Aditya Birla Finance Limited                         | 24,208,326   | 11.75%  |
| Gonbedu Coffee Estates Private Limited<br>Devedarshini Info Technologies Pvt.Ltd<br>CoffeeDay Consultations Pvt.Ltd<br>Mrs Malavika Hegde<br>Sivem Securities Pvt.Ltd | 11,071,104<br>12,408,440<br>12,268,416<br>3,038,104<br>444,032 | 5.37%<br>6.02%<br>5.96%<br>1.47%<br>0.22% |                                | 24,208,326<br>11,071,104<br>12,408,440<br>10,941,000<br>110,000<br>444,000 | 11.75%<br>5.37%<br>6.02%<br>5.31%<br>0.05%<br>0.22% | Creation  | 28.12.2016   | Pledge   | Pledge of shares for the NCD's issued by Devedarshini Info Technologies Private Limited | 16897376<br>0<br>0<br>0<br>0 | 0.82%                    | IDBI Trusteeship Services Limited                    | 25,895,702<br>11,071,104<br>12,408,440<br>10,941,000<br>110,000<br>444,000           | 12.57%<br>5.37%<br>6.02%<br>5.31%<br>0.05%<br>0.22% |
| <b>TOTAL</b>  | <b>108,404,796</b>   | <b>52.52%</b>                             |                                |  | <b>52.52%</b>                                       |   |  |  |   |                              |                          |  | <b>60,870,246</b>  | <b>29.55%</b>                                       |

Signature of the Authorised Signatory

Place : Bangalore  
Date : 04.01.2017