

By Mail

18TH January, 2017

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

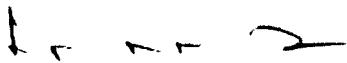
I wish to inform you that there are various pledges of equity shares of Rs.10/- each of Coffee Day Enterprises Limited as security in favour of lenders in connection with the loan availed by the Promoter.

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
Chairman and Managing Director
Coffee Day Enterprises Limited

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	18.01.2017
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 [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/ deposit/underlying/ 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	33.59%		25,895,702	12.57	Creation	09.01.2017	Pledge of shares from promoter	Pledge of shares to HSBC for the loan availed by the promoter	500000	0.24%	Hongkong and Shanghai Banking Corporation Limited Hongkong and Shanghai Banking Corporation Limited	26,395,702	12.81
Ganibedu Coffee Estates Private Limited	11,071,104	5.37%		26,395,702	12.81	Creation	13.01.2017	Pledge of shares from promoter	Pledge of shares to HSBC for the loan availed by the promoter	500000	0.24%	Hongkong and Shanghai Banking Corporation Limited	26,395,702	13.06
Devadarshini Info Technologies Pvt Ltd	12,408,440	6.02%		11,071,104	5.37	-	-	-	-	0	-	-	11,071,104	5.37
Coffeeanday Consolidations P.L.Ltd	12,258,416	5.96%		12,408,440	6.02	-	-	-	-	0	-	-	12,408,440	6.02
Mrs Malavika Hegde	3,098,104	1.47%		12,176,000	5.91	-	-	-	-	0	-	-	12,176,000	5.91
Sivan Securities P.L.Ltd	444,032	0.22%		110,000	0.05	-	-	-	-	0	-	-	110,000	0.05
				444,000	0.22%	-	-	-	-	0	-	-	444,000	0.22
TOTAL	108,404,796	52.62%		52,62%								63,165,246	30.63	

Place : Bangalore
Date : 18.01.2017

Signature of the Authorised Signatory