

Date: 27<sup>th</sup> December, 2016

From,  
A.A.V. Ranga Raju  
Plot No. 174, Road No. 13, Jubilee Hills,  
Hyderabad, Telangana, 500033, India

To,  
**The Secretary**  
**National Stock Exchange of India Ltd**  
5<sup>th</sup> Floor, Exchange Plaza  
Bandra - Kurla Complex  
Bandra (E)  
**MUMBAI - 500 051**

**The Secretary**  
**Bombay Stock Exchange Ltd,**  
1<sup>st</sup> Floor, New Trading Ring  
Rotunda Building, P J Towers  
Dalal Street, Fort  
**MUMBAI - 400 001**

**Scrip Code: BSE - 500294 & NSE: NCC**

Dear Sir,

**Sub: Intimation under Regulation 31(1) of the Securities and Exchange Board of India  
(Substantial Acquisition of shares and takeovers) Regulations, 2011**

I, A.A.V. Ranga Raju, herewith forwarding the disclosure under Regulation 31 (1) of the Securities and Exchange Board of India (Substantial Acquisition of shares and takeovers) Regulations, 2011 regarding **pledge creation** of Equity shares held by me in NCC Limited in the prescribed format.

Please take the same on your record.

Thanking you,  
Yours faithfully,



**A.A.V. Ranga Raju**

CC to: **The Company Secretary**  
**NCC Limited**

**Format for 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 (1C)		NCC Limited											
Names of the Stock Exchanges where the shares of the target company are listed		Bombay Stock Exchange Limited AND The National Stock Exchange of India Ltd											
Date of reporting		27-12-2016											
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked		A A V Ranga Raju Pledge Created											
Details of the creation of encumbrance:													
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/ encumbrance)	Date of creation/ invocation/ release of encumbrance	Type of encumbrance (Pledge/Lien/ non disposal undertaking/ others)	Reason for Encumbrance	No. of shares	Name of the Entity in whose favour shares are encumbered	No. of shares	% of total share capital
AVS Raju	4,188,060	0.7533	0.75	-	0.00	-	-	-	-	-	-	-	0.00
AAV Ranga Raju	13,563,196	2.44	2.44	4,600,000	0.83	Creation	26-12-2016	Pledge	-	Aditya Birla Finance Ltd	2,600,000	0.47	1.30
ASN Raju	8,652,215	1.56	1.56	3,900,000	0.70	-	-	-	-	-	3,900,000	0.00	0.70
AGK Raju	9,759,080	1.76	1.76	4,182,000	0.75	-	-	-	-	-	4,182,000	0.00	0.75
AVN Raju	7,985,791	1.44	1.44	7,000,000	1.26	-	-	-	-	-	7,000,000	0.00	1.26
A Narayana Raju	8,858,806	1.59	1.59	7,000,000	1.26	-	-	-	-	-	7,000,000	0.00	1.26
A Srinivas Rama Raju	3,346,668	0.60	0.60	3,135,000	0.56	-	-	-	-	-	3,135,000	0.00	0.56
AV Sateyanarayanna	7,288	0.00	0.00	-	-	-	-	-	-	-	-	-	0.00
A Suguna	68,202	0.01	0.01	-	-	-	-	-	-	-	-	-	0.00
A Shyama	99,902	0.02	0.02	-	-	-	-	-	-	-	-	-	0.00
A S Jyothirmayi	308,091	0.06	0.06	-	-	-	-	-	-	-	-	-	0.00
A Arundhati	847,222	0.15	0.15	-	-	-	-	-	-	-	-	-	0.00
A Bharathi	124,059	0.02	0.02	-	-	-	-	-	-	-	-	-	0.00
A Neelavathi Devi	73,281	0.01	0.01	-	-	-	-	-	-	-	-	-	0.00
A Sridevi	113,884	0.02	0.02	-	-	-	-	-	-	-	-	-	0.00
M Sweetha	1,225,530	0.22	0.22	-	-	-	-	-	-	-	-	-	0.00
A Sri Harsha Varma	41,780	0.01	0.01	-	-	-	-	-	-	-	-	-	0.00
IV Ranga Raju	3,015,916	0.54	0.54	-	-	-	-	-	-	-	-	-	0.00
J Sridevi	187,859	0.03	0.03	-	-	-	-	-	-	-	-	-	0.00
J Sowjanya	409,166	0.07	0.07	-	-	-	-	-	-	-	-	-	0.00
J K Chaitanya Varma	106,121	0.02	0.02	-	-	-	-	-	-	-	-	-	0.00
B Kausalya	11,090	0.00	0.00	-	-	-	-	-	-	-	-	-	0.00
M/s. A V S R Holdings Private Limited	36,352,278	6.54	6.54	10,790,280	1.94	-	-	-	-	-	-	-	0.00
M/s. Narasimha Developers Private Limited	1,516,179	0.27	0.27	-	-	-	-	-	-	-	-	-	0.00
M/s. Arnesh Ventures Private Limited	4,259,666	0.77	0.77	-	-	-	-	-	-	-	-	-	0.00
M/s. Avathesh Property Developers Private Limited	3,467,000	0.62	0.62	-	-	-	-	-	-	-	-	-	0.00
M/s. Bhuvanesh Realtors Private Limited	940,000	0.17	0.17	-	-	-	-	-	-	-	-	-	0.00
<b>TOTAL</b>	<b>109,528,330</b>	<b>19.70</b>	<b>19.70</b>	<b>40,607,280</b>	<b>7.30</b>						<b>2,600,000</b>	<b>0.47</b>	<b>7.77</b>

**ARTECO**

Signature  
Place: Hyderabad  
Date: 27th December, 2016