



January 19, 2016

BSE Limited

Department of Corporate Services,
P J Towers,
Dalal Street, Fort,
Mumbai - 400 001

Dear Sirs,

Re: Disclosure u/r 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Security Code: 533469

Pursuant to Regulation 29(2) read with Regulation 29(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (the said Regulations), we make the necessary disclosure in the form specified under the said Regulations.

Kindly take the same on your record and acknowledge receipt.

Thank you.

Yours faithfully,
for JM Financial Products Limited

A handwritten signature in black ink, appearing to read "Hemant Kotak".

Hemant Kotak
Chief Financial Officer

Encl: a/a



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

Name of the Target Company (TC)	Birla Pacific Medspa Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	JM Financial Products Limited JM Financial Services Limited		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE 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/sale under consideration, holding of :			
a) Shares carrying voting rights	-	-	-
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	-	-	-
JM Financial Products Limited ^I	41,76,513	3.72%	3.72%
JM Financial Services Limited ^{II}	52,00,000	4.64%	4.64%
c) Voting rights (VR) otherwise than by shares	-	-	-
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)	-	-	-
e) Total (a+b+c+d)	93,76,513	8.36%	8.36%
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	-	-	-
b) VRs acquired /sold otherwise than by 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/sold	-	-	-
d) Shares encumbered /invoked/released by the acquirer ^{III}	-	-	-
JM Financial Products Limited	52,00,000	4.64%	4.64%
JM Financial Services Limited	(52,00,000)	(4.64%)	(4.64%)
e) Total (a+b+c+/-d)	0	0.00%	0.00%



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	-	-	-
b) Shares encumbered with the acquirer	-	-	-
JM Financial Products Limited^{IV}	93,76,513	8.36%	8.36%
JM Financial Services Limited	0	0.00%	0.00%
c) VRs otherwise than by 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) after acquisition	-	-	-
e) Total (a+b+c+d)	93,76,513	8.36%	8.36%
Mode of / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Off Market (Creation of encumbrance)		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Creation of encumbrance on shares of more than 2% on January 15, 2016		
Equity share capital / total voting capital of the TC before the said acquisition / sale	11,21,42,584 Equity Shares		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	11,21,42,584 Equity Shares		
Total diluted share/voting capital of the TC after the said acquisition	11,21,42,584 Equity Shares		

(*) 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.

I These shares were held as collateral to secure the loan sanctioned/given to the borrower(s) as on August 26, 2015.

II These shares were held as margin from the client(s) as on August 26, 2015.

III This disclosure is made since the creation of encumbrance (gross) on shares exceeded the threshold limit for disclosure on January 15, 2016.

IV These shares are held as collateral to secure the loan sanctioned / given to the borrower(s) as on January 15, 2016.

for JM Financial Products Limited

Hemant Kotak
Chief Financial Officer

Place: Mumbai

Date: January 19, 2016