

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

Part-A- Details of the Acquisition

1. Name of the Target Company (TC)	Birla Pacific Medspa Limited		
2. Name(s) of the acquirer/seller and Persons Acting in Concert (PAC) with the acquirer/seller	Bennett, Coleman & Co. Ltd.		
3. Whether the acquirer/seller belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange Limited		
5. 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/disposal under consideration, holding of:			
a) Shares carrying voting rights	91,00,000	8.11%	---
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	---	---	---
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+d)	91,00,000	8.11%	---
Details of acquisition/disposal under consideration, holding of:			
a) Shares carrying voting rights	91,00,000	8.11%	---
b) VRs 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/sold	---	---	---
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	---	---	---
e) Total (a+b+c+d)	91,00,000	8.11%	---
After the acquisition/disposal, holding of:			
a) Shares carrying voting rights	NIL	NIL	---
b) VRs 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) after acquisition/disposal	---	---	---
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	---	---	---
e) Total (a+b+c+d)	NIL	NIL	---



6. Mode of acquisition/disposal (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer / encumbrance, etc.)	Off Market
7. Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.
8. Date of acquisition/disposal of/ date of receipt of intimation of allotment of shares / VFR/ warrants/ convertible securities/ any other instrument.	20th August, 2014
9. Equity share capital / total voting capital of the TC before the said acquisition/disposal	11,21,42,584 equity shares of Rs.10 each.
10. Equity share capital/ total voting capital of the TC after the said acquisition/disposal	11,21,42,584 equity shares of Rs.10 each.
11. Total diluted Equity share/voting capital of the TC after the said acquisition	N.A.

For BENNETT, COLEMAN & CO. LTD.



Vijay Devadiga

DGM - Corporate Legal & Secretarial



Place: Mumbai
Date: 22nd August, 2014

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.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.