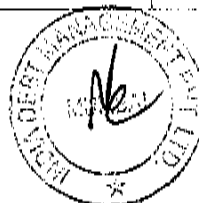


**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

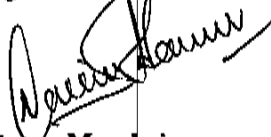
Name of the Target Company (TC)	Brandhouse Retails Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	India Debt Management Private Limited		
Whether the acquirer belongs to Promoter /Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange (BSE) National Stock Exchange (NSE)		
Details of the acquisition / disposal as follows	<b>Number</b>	<b>% w.r.t. total share/voting capital wherever applicable(*)</b>	<b>% w.r.t. total diluted share/voting capital of the TC (**)</b>
<b>Before the acquisition under consideration, holding of :</b>			
a) Shares carrying voting rights	4,122,821	7.691%	7.691%
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)	4,122,821	7.691%	7.691%
<b>Details of acquisition</b>			
a) Shares carrying voting rights acquired/ sold	-1,095,937	-2.045%	-2.045%
b) VRs acquired 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	-	-	-
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	-	-	-
e) Total (a+b+c+d)	-1,095,937	-2.045%	-2.045%



After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	3,026,884	5.647%	5.647%
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	-	-	-
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	-	-	-
e) Total (a+b+c+d)	3,026,844	5.647%	5.647%

Mode of acquisition (e.g. open market /public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Sale of equity shares.
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	December 10, 2014 January 2,5,6,8,12,13,15,20 & 22, 2015 February 12,13,16 & 18, 2015
Equity share capital / total voting capital of the TC before the said acquisition	Rs. 53,60,27,670/-
Equity share capital/ total voting capital of the TC after the said acquisition	Rs. 53,60,27,670/-
Total diluted share/voting capital of the TC after the said acquisition	Rs. 53,60,27,670/-

Signature of Authorised Signatory



Place : Mumbai

Date : February 18, 2015

