

Suresh Kumar Jalan

Phone : 2235 - 1309

2235 - 1315

Office :
32, Ezra Street, Room No.704
Kolkata - 700 001.

- To,
1. The Secretary
East Coast Steel Limited
Cuddalore Road,
Opp: Mahatma Gandhi Medical College
Pillaiyarkuppam Post, Bahour Commune,
Pondicherry - 607 402.
 2. The Managing Director
East Coast Steel Limited
Cuddalore Road,
Opp: Mahatma Gandhi Medical College
Pillaiyarkuppam Post, Bahour Commune,
Pondicherry - 607 402.
 3. The Chief Executive Officer
Bombay Stock Exchange Ltd.
Phiroze Jeejeebhoy Tower,
Dalal Street
Mumbai - 400 001.
 4. The Chief Information Officer
Bombay Stock Exchange Ltd.
Phiroze Jeejeebhoy Tower,
Dalal Street
Mumbai - 400 001.
 5. The Chief Executive Officer
Madras Stock Exchange Ltd.
No. 30, Second Line Beach,
Chennai - 600 001

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

1. Name of the Target Company (TC)	EAST COAST STEEL LIMITED
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	SERVO PACKAGING LIMITED SURESH KUMAR JALAN SURESH KUMAR JALAN (HUF) SISIR KUMAR JALAN SISIR KUMAR JALAN (HUF) BISHNU KUMAR JALAN

3. Whether the acquirer belongs to Promoter/Promoter group	NO		
4. Name(s) of the Exchange(s) where shares of TC are Listed	Stock the	Bombay Stock Exchange Limited Madras Stock Exchange Limited	
5. Details of the acquisition / disposal/holding of shares/ voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
<u>Before the acquisition/disposal under consideration, holding of:</u> a) Shares carrying voting rights b) Voting rights (VR) 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)	6,40,850 N.A. N.A.	11.88 % N.A. N.A.	N.A. N.A. N.A.
Total (a+b+c)	6,40,850	11.88 %	--

<u>Details of acquisition</u>				
a) Shares carrying voting rights acquired /sold	1,73,750	3.22 %	--	
b) VRs acquired/sold 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	--	--	--	
Total (a+b+c)	1,73,750	3.22 %	--	
<u>After the acquisition/sale, holding of:</u>				
a) Shares carrying voting rights	8,14,600	15.10 %	--	
b) VRs 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) after acquisition	--	--	--	
Total (a+b+c)	8,14,600	15.10 %	--	
6. Mode of acquisition/sale (e.g. open market / off-market/ public issue / rights issue / preferential allotment / inter-se transfer etc).	OPEN MARKET			
7. Date of acquisition /sale of shares / VR or date of receipt of intimation of allotment of shares , whichever is applicable	Enclosed			
8. Equity share capital / total voting capital of the TC before the said acquisition/sale	11.88 %			
9. Equity share capital/ total voting capital of the TC after the said acquisition/sale	15.10 %			

10. Total diluted share/voting capital of the TC after the said acquisition/sale.	N.A.
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(*) Diluted share/voting means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



SURESH KUMAR JALAN
32, Ezra Street,
7th Floor, Room No. 704,
Kolkata - 700 001.

Place: Kolkata

Date: 11:11.2014

A/c. Servo Packaging Limited
Details of Shares Purchased of East Cost Steel Ltd.
From 25.05.2013 To 09.11.2014

Date	No. of Shares
27.05.2013	1300
28.05.2013	1000
29.05.2013	300
30.05.2013	1000
31.05.2013	1800
06.06.2013	200
10.06.2013	500
11.06.2013	1100
17.06.2013	2200
19.06.2013	400
20.06.2013	300
21.06.2013	600
25.06.2013	100
26.06.2013	300
27.06.2013	700
01.07.2013	200
04.07.2013	200
08.07.2013	200
18.07.2013	200
25.07.2013	1500
26.07.2013	600
29.07.2013	100
31.07.2013	300
02.08.2013	800
06.08.2013	500
07.08.2013	2900
14.08.2013	100
20.08.2013	1500
21.08.2013	600
26.08.2013	700
28.08.2013	2000
29.08.2013	300
11.09.2013	500
12.09.2013	200
16.09.2013	1000
18.11.2013	500
19.11.2013	100
20.11.2013	1100
21.11.2013	200
22.11.2013	1600
25.11.2013	1200
27.11.2013	500
28.11.2013	2100
29.11.2013	100
02.12.2013	500
03.12.2013	200
04.12.2013	4600
Total=>	38900

A/c. Servo Packaging Limited	
Details of Shares Purchased of East Cost Steel Ltd.	
From 25.05.2013 To 09.11.2014	
Date	No. of Shares
C/f	38900
05.12.2013	2400
06.12.2013	300
09.12.2013	1000
10.12.2013	1400
11.12.2013	1000
12.12.2013	2100
13.12.2013	1600
16.12.2013	1800
18.12.2013	500
19.12.2013	700
20.12.2013	1000
27.12.2013	200
31.12.2013	200
02.01.2014	1700
10.01.2014	1600
13.01.2014	300
14.01.2014	400
15.01.2014	500
16.01.2014	600
17.01.2014	1500
20.01.2014	1200
21.01.2014	300
22.01.2014	400
23.01.2014	100
24.01.2014	1100
27.01.2014	1000
28.01.2014	2600
29.01.2014	100
07.03.2014	200
11.06.2014	100
11.07.2014	2500
16.07.2014	1000
22.07.2014	250
28.07.2014	400
30.10.2014	2500
31.10.2014	500
07.11.2014	8400
20.05.2013	-100
G.Total==>	82250

A/c. Suresh Kumar Jalan	
Details of Shares Sale of East Cost Steel Ltd.	
From 25.05.2013 To 09.11.2014	
Date	No. of Shares
12.06.2014	2100
13.06.2014	900
16.06.2014	600
20.06.2014	100
24.06.2014	500
26.06.2014	800
27.06.2014	900
30.06.2014	1000
10.07.2014	1100
14.10.2014	13500
22.10.2014	400
23.10.2014	100
27.10.2014	100
30.10.2014	200
31.10.2014	500
Total==>	22800

A/c: Suresh Kumar Jalan-Huf	
Details of Shares Sale of East Cost Steel Ltd.	
From 25.05.2013 To 09.11.2014	
Date	No. of Shares
29.01.2014	200
30.01.2014	900
05.02.2014	2000
10.02.2014	300
11.02.2014	2500
13.02.2014	200
14.02.2014	400
20.02.2014	500
24.02.2014	500
25.02.2014	100
26.02.2014	500
03.03.2014	800
05.03.2014	500
07.03.2014	600
10.03.2014	1000
11.03.2014	1000
12.03.2014	2500
13.03.2014	1600
14.03.2014	900
18.03.2014	500
19.03.2014	300
20.03.2014	4600
21.03.2014	400
01.04.2014	200
03.04.2014	500
10.04.2014	800
15.04.2014	100
25.04.2014	100
28.04.2014	200
29.04.2014	300
30.04.2014	1500
02.05.2014	-300
13.10.2014	5000
16.10.2014	-700
Total==>	30500

A/c. Sisir Kumar Jalan	
Details of Shares Sale of East Cost Steel Ltd.	
From 25.05.2013 To 09.11.2014	
Date	No. of Shares
28.01.2014	500
29.01.2014	500
05.02.2014	500
06.02.2014	2000
07.02.2014	600
30.07.2014	300
31.07.2014	1600
07.08.2014	100
11.08.2014	300
14.08.2014	400
18.08.2014	100
20.08.2014	1200
22.08.2014	500
26.08.2014	600
28.08.2014	700
13.10.2014	2000
21.10.2014	500
Total==>	12400

A/c. Sisir Kumar Jalan-Huf	
Details of Shares Sale of East Cost Steel Ltd.	
From 25.05.2013 To 09.11.2014	
Date	No. of Shares
11.03.2014	200
19.03.2014	500
25.03.2014	2500
28.03.2014	100
12.05.2014	200
16.10.2014	7200
17.10.2014	3500
20.10.2014	300
21.10.2014	12300
Total==>	26800

A/c. Bishnu Kumar Jalan	
Details of Shares Sale of East Cost Steel Ltd.	
From 25.05.2013 To 09.11.2014	
Date	No. of Shares
12.09.2013	-1000
13.09.2014	-200
17.09.2013	200
Total==>	-1000