Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011
-A- Details of the Acquisition

| Part-A- Details of the Acquisition 1. Name of the Target Company (TC) | Future Retail Limit | ted | | |
|--|--|---|-------------------------------|--|
| 2. Name(s) of the acquirer and Persons Acting in | Brand Equity Treaties Limited [Bennett, Coleman & Co. Ltd., Vardhaman Publishers Limited and Dharmayu | | | |
| Concert (PAC) with the acquirer | | | | |
| | Investments Limit | Investments Limited as persons acting in concert] | | |
| 3. Whether the acquirer belongs to Promoter/Promoter group | No | | | |
| 4. Name(s) of the Stock Exchange(s) where | Bombay Stock Exchange Limited | | | |
| the shares of TC are Listed | National Stock Exchange of India Limited | | | |
| 5. Details of the acquisition as follows | Number | % w.r.t. total share/ voting | % w.r.t. total diluted share/ | |
| | | capital wherever applicable (*) | voting capital of the TC (**) | |
| Before the acquisition under consideration, holding | | | | |
| of acquirer along with PACs of: | | | | |
| a) Shares carrying voting rights | | | | |
| Bennett, Coleman & Co. Ltd. | 1 25 66 477 | 5.82%# | | |
| (Person acting in concert) | | | | |
| Dharmawug Investments Limited | 18 00 000 | 0.83% | | |
| Dharmayug Investments Limited (Person acting in concert) | 18 00 000 | 0.0376 | | |
| (Let 2011 acritis III concert) | | | | |
| Vardhaman Publishers Limited | 23 00 000 | 1.07%# | | |
| (Person acting in concert) | | | | |
| , | | | | |
| b) Shares in the nature of encumbrance (pledge/ | | | 21 | |
| lien/ non-disposal undertaking/ others) | | | - | |
| neny non disposal and extension | | | | |
| AVAILA SALAN (AVAILAN SALAN SA | | | | |
| c) Voting rights (VR) otherwise than by | | | | |
| equity shares | 1 1 5 5 7 8 | | | |
| 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) | 1 66 66 477 | 7.72% | | |
| eriotal (a.b.e.a) | | | | |
| Details of acquisition | | | | |
| a) Shares carrying voting rights acquired | | | - | |
| Brand Equity Treaties Limited | 1 53 84 615 | 6.44%## | | |
| | | | | |
| 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 | | | 25 | |
| d) Shares in the nature of encumbrance (pledge/ | | | | |
| lien/ non-disposal undertaking/ others) | | | - | |
| -) Tabel for his and) | 1 52 04 615 | 6.44%## | | |
| e) Total (a+b+c+d) | 1 53 84 615 | 6.44% | | |



| After the acquisition, holding of acquirer along with PACs of: | | | | |
|--|---|----------|-------------|--|
| a) Shares carrying voting rights | | | | |
| Brand Equity Treaties Limited | 1 53 84 615 | 6.44%## | | |
| Bennett, Coleman & Co. Ltd. (Person acting in concert) | 1 25 66 477 | 5.26%## | | |
| Dharmayug Investments Limited (Person acting in concert) | 18 00 000 | 0.75%## | | |
| Vardhaman Publishers Limited (Person acting in concert) | 23 00 000 | 0.96%## | | |
| 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 20 51 092 | 13.41%## | - | |
| . Mode of acquisition (e.g. open market / public issurights issue /preferential allotment / inter-seransfer / encumbrance, etc.) | e Preferential Allotment | | | |
| . Salient features of the securities acquired including ime till redemption, ratio at which it can be converted into equity shares, etc. | N.A. | | | |
| Date of acquisition of/ date of receipt of intimation o llotment of shares / VR/ warrants/ convertible ecurities/ any other instrument that entitles the | f 20th August, 2014 | | | |
| . Equity share capital / total voting capital of the T refore the said acquisition | 21,58,71,033 equity shares of Rs.2 each | | | |
| O.Equity share capital/ total voting capital of the T fter the said acquisition | 23,89,47,955 equity shares of Rs.2 each | | | |
| 11.Total diluted Equity share/voting capital of the Tafter the said acquisition | 23,89,47,955 equity shares of Rs.2 each | | | |



For BRAND EQUITY TREATIES LTD.

Prajakta Powle Company Secretary

Note:

Date: August 22, 2014

Place: Mumbai

the listing Agreement. (*) 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

securities/ warrants into equity shares of the TC. (**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible

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

The percentage of pre-acquisition is calculated on the Total Equity Share Capital of the Target Company before the said acquisition.

The percentage of post-acquisition is calculated on the Total Equity Share Capital of the Target Company after the said acquisition.

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