

FORM A
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
 [(Regulations 13(1) and 13(6))]

Regulation 13(1) - Details of acquisition of 5% or more shares in a listed company

1	2	3	4	5	6	7	8	9	10	11
Name, PAN No. & address of shareholder with telephone Number	Shareholding prior to acquisition	No. and percentage of shares / voting rights acquired	Date of receipt of allotment / advice. Date of acquisition (Specify)	Date of Intimation to company	Mode of acquisition (market purchase/ public/rights/ preferential offer, etc.)	Shareholding subsequent to acquisition	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value
	2	3	4	5	6	7	8	9	10	11
Details Relating to Equity Shares of the Company										
Brand Equity Treaties Limited Shivanand Apartment, Bask Colony, Shivaji Nagar Road, Naupada, Thane (West) 400 601 PAN : AADCB5243Q	1,25,48,739 Equity Shares held by Bennett Coleman & Co. Ltd. (5.51%)* 18,00,000 Equity Shares held by Dharmayug Investments Limited (0.79%)* 23,00,000 Equity Shares held by Vardhaman Publishers Limited (1.01%)*	1,53,84,615 Equity Shares of ₹ 2/- each (5.89%)** (Acquired by Brand Equity Treaties Limited)	20/08/2014	27/08/2014	Preferential Allotment***	1,53,84,615 Equity Shares of ₹ 2/- each (5.89)** (Acquired by Brand Equity Treaties Limited) 1,25,48,739 Equity Shares held by Bennett Coleman & Co. Ltd. (4.81%)* 18,00,000 Equity Shares held by Dharmayug Investments Limited (0.69%)* 23,00,000 Equity Shares held by Vardhaman Publishers Limited (0.88%)*	N.A.	N.A.	1,53,84,615 Equity Shares of ₹ 2/- each	₹ 130/- per Equity Share



(*) - The percentage of pre-acquisition is calculated only on the total Equity Share Capital of the Company before the said acquisition including 1,59,29,152 Class B (Series 1) Shares with differential voting rights. Every 4 Class B (Series 1) Shares carry 3 voting rights, hence 1,19,46,864 shares of ₹ 2/- each are considered.

(**) - The percentage Current Acquisition and Post Acquisition is calculated only on the total number of Equity Shares in the target Company assuming full conversion of 76,92,307 Equity Warrants and 1,34,98,300 Class B Warrants issued by the target Company as per the EOGM notice and Postal Ballot Notice dated 11th June, 2014 as follows:

	No. of Shares	Voting Rights	Voting rights assuming conversion of Equity warrants / Class B Warrants (Note 1)	Total Voting Rights
Equity Shares	23,13,06,824	23,13,06,824	76,92,307	23,89,99,131
Class B (Series 1)	1,59,29,152	1,19,46,864	1,01,23,725	2,20,70,589
Total				26,10,69,720

Note 1: Assuming 76,92,307 Equity Warrants are converted into Equity Shares and 1,34,98,300 Class B Warrants converted into 1,34,98,300 Class B Shares carrying 1,01,23,725 Voting Rights.

(***) - As per allotment advice

PS: For the disclosure perspective, Bennett, Coleman & Co. Ltd., Dharmayug Investments Limited, Vardhaman Publishers Limited are to be treated as connected persons alongwith the Company as per the said regulations

For Future Retail Limited



Deepak Tanna
Company Secretary

Mumbai, August 28, 2014

