

Format for disclosure by the Promoter(s) to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company (TC)		Names of the Stock Exchanges where the shares of the target company are listed		Date of reporting		Name of the promoter or PAC on whose shares encumbrance has been created / released / invoked		Details of the creation of encumbrance:		Promoter holding already encumbered (2)		Promoter holding in the target company (1)		Details of events pertaining to encumbrance (3)				Post event holding of encumbered shares (creation)	
Name of the Promoter(s) or PACs with him/(*))	No. of shares	% of total share capital	% w.r.t diluted share capital (*)	Type of event (Creation/ release/ invocation/ red case/ invocation/ release)	Date of creation/ invocation/ release/ case of encumbrance	Type of encumbrance (Pledge/Lien/ non disposal/ undertaking/ others)	No. of shares	% of total share capital	No. of shares	% of total share capital	No. of shares	% of total share capital	Name of the entity in whose favour shares encumbered	No. of shares	% of total share capital	No. of shares	% of total share capital		
NCC Limited				release	24.07.2014	Pledge	1,451,119	0.57	1,451,119	0.57	1,451,119	0.57	M/s. Aditya Birla Finance Ltd	91,119	0.04				
Bombay Stock Exchange Limited AND The National Stock Exchange of India Ltd				release	24.07.2014	Pledge	1,999,000	0.78	1,999,000	0.78	1,999,000	0.78	M/s. Aditya Birla Finance Ltd	184,000	0.07				
26/7/2014																			
AVS Raju, AAV Ranga Raju, AGK Raju, AVN Raju, A Srinivas Rama Raju and AV Satyanarayanaamma																			
released																			
Details of the creation of encumbrance:																			
AVS Raju	3,963,720	1.54	1.54	release	24.07.2014	Pledge	1,451,119	0.57	1,451,119	0.57	1,451,119	0.57	M/s. Aditya Birla Finance Ltd	91,119	0.04				
AAV Ranga Raju	5,931,740	2.31	2.31	release	24.07.2014	Pledge	1,999,000	0.78	1,999,000	0.78	1,999,000	0.78	M/s. Aditya Birla Finance Ltd	184,000	0.07				
ASN Raju	3,993,330	1.56	1.56				918,000	0.36											
AGK Raju	4,010,080	1.56	1.56				1,135,000	0.44											
AVN Raju	3,685,750	1.44	1.44	release	24.07.2014	Pledge	1,000,000	0.39	1,000,000	0.39	1,000,000	0.39	M/s. Aditya Birla Finance Ltd		0.00				
A Narayana Raju	4,088,680	1.59	1.59																
A Srinivas Rama Raju	2,616,770	1.02	1.02	release	24.07.2014	Pledge	2,590,000	1.01	2,590,000	1.01	2,590,000	1.01	M/s. Aditya Birla Finance Ltd	125,000	0.05				
AV Satyanarayanaamma	1,757,210	0.68	0.68	release	24.07.2014	Pledge	450,000	0.18	450,000	0.18	450,000	0.18	M/s. Aditya Birla Finance Ltd		0.00				
A Suguna	31,478	0.01	0.01																
A Shyama	32,378	0.01	0.01																
A S Jyothirmayi	142,196	0.06	0.06																
A Anudhara	391,026	0.15	0.15																
A Bharathi	57,258	0.02	0.02																
A Neelavathi Devi	33,822	0.01	0.01																
A Sridevi	52,562	0.02	0.02																
M Swetha	644,297	0.25	0.25																
A Sri Harsha Varma	25,500	0.01	0.01																
JV Ranga Raju	1,701,277	0.66	0.66																
J Sridevi	171,434	0.07	0.07																
J Sowjanya	235,000	0.09	0.09																
J K Chaitanya Varma	118,210	0.05	0.05																
B Kausalya	11,090	0.00	0.00																
M/s. A V S R Holdings Private Limited	14,147,167	5.51	5.51				6,384,807	2.49											
M/s. Nareshintha Developers Private Limited	699,775	0.27	0.27																
M/s. Amesh Ventures Private Limited	1,966,000	0.77	0.77																
M/s. Avathesh Property Developers Private Limited	1,854,000	0.72	0.72																
TOTAL	52,361,750	20.41	20.41				15,927,926	6.21								8,225,000	3.21	7,702,926	3.00

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