



**FORM C**  
**Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992**  
**Regulation 13(3) and (6)**

Name and Address of Shareholder	Share Holding prior to acquisition/sale	No. & % of Share/VR acquired/sold	Receipt of allotment advice/acquisition of Shares /sale of shares specify	Date of intimation to Company	Mode of acquisition on (Market Purchase/Public Rights/Preferential Offer etc.)	No. & % of Shares/ voting rights acquisition/sale	Exchange on which the trade was executed with SEBI Registration	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Enami Highrise Private limited.  687, Anandapur, E M bypass Kolkata - 700 107	NIL	8404000 Equity Shares & 5.55%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Promoters Agreement	8404000 Equity Shares & 5.55%	Not applicable	8404000	Rs 14672710/-	NIL	NIL

*[Handwritten Signature]*

Date: 22/03/2011  
Place: Kolkata

Signature





**FORM C**  
**Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992**  
**Regulation 13(3) and (6)**

**Details of change in shareholding in respect of persons holding more than 5% shares in a listed Company of Director or officer of a Listed Company.**

Name and Address of Shareholder	Share Holding prior to acquisition/sale	No. & % of Share/VRs acquired/sold	Receipt of allotment advice/acquisition of Shares /sale of shares specify	Date of intimation to Company	Mode of acquisition on (Market Purchase/Public/Rights/Pref erential Offer etc.)	No. & % of Shares/ rights acquisition/sale	Trading through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale/Value
Emami Enclave Makers Private limited. 667 Anandapur, E M bypass Kolkata - 700 107	NIL	8656000 Equity Shares & 5.72%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Promoters Agreement	8656000 Equity Shares & 5.72%	Not applicable	Not applicable	8656000	Rs 13829097/-	NIL	NIL

*[Handwritten Signature]*



Signature

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Name and Address of Shareholder	Share Holding prior to acquisition/sale	No. & % of Share/VR acquired/sold	Receipt of allotment/advices/acquisition of Shares /sale of shares specify	Date of Company	Mode of acquisition (Market Purchase/Public/Rights/Preferential Offer etc.)	No. & % of Shares/ voting rights acquisition/sale	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	Sale Quantity	Sale Value
Bhanu Vyapaar Private limited, 687, Anandapur, E M bypass Kolkata -700107	21590636 Equity Shares & 14.27%	545600 & 0.36%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Promoters Agreement	22136436 Equity Shares & 14.63%	Not applicable	Not applicable	545600	Rs 952574/-	NIL	NIL
Name and Address of Director/Officer	Share Holding prior to acquisition/sale	No. & % of Share/VR acquired/sold	Receipt of allotment/advices/acquisition of Shares /sale of shares specify	Date of Company	Mode of acquisition (Market Purchase/Public/Rights/Preferential Offer etc.)	No. & % of Shares/ voting rights acquisition/sale	Trading member through whom the trade was executed with SEBI	Exchange on which the trade was executed	Buy Quantity <td>Buy Value</td> <td>Sale Quantity</td> <td>Sale Value</td>	Buy Value	Sale Quantity	Sale Value
Bhanu Vyapaar Private limited, 687, Anandapur, E M bypass Kolkata -700107	22136436 Equity Shares & 14.63%	4318000 & 2.85%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Promoters Agreement	17618436 Equity Shares & 11.78%	Not applicable	Not applicable	NIL	NIL	4318000	Rs 6255297/-

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Suntrack Commerce Private limited.  687, Anandapur, E M bypass Kolkata - 700 107	21179212 Equity Shares & 14.00%	203332 & 0.13%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Promoters Agreement	21382544 Equity Shares & 14.13%	Not applicable	Not applicable	203332	Rs 3840209/-	NIL	NIL

*[Handwritten Signature]*

Signature

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**FORM D**  
**Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992**  
**Regulation 13(4) and (6)**  
**Details of change in shareholding of Director or officer of a Listed Company.**

Name and Address of Director/Officer	No. & % of Shares/VRs held by the Director/Officer	Date of receipt of allotment/ advice/acquisition/sale of shares/VRs	Date of intimation to Company	Mode of acquisition to (Market Purchase/Public/Rights/Pref. Offer etc.)	No. & % of Shares/post acquisition voting rights sale	Trading through which trade was executed with SEBI Registration No. of the TM	Exchange on which trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Indu Goenka 110A, Southern Avenue Kolkata-700029	974000 & 0.64%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	792000 Equity Shares & 0.52%	Not applicable	Not applicable	NIL	NIL	182000	Not applicable
Indu Goenka 110A, Southern Avenue Kolkata-700029	792000 & 0.52%	21st March 2011	22nd March 2011	Market Purchase	802000 Equity Shares & 0.53%	Ortem Securities Limited SEBI REG. No. INB 230812234	National Stock Exchange	10000	Rs 3660300	NIL	NIL

*Indu Goenka*  
 Signature

Date: 22/03/2011  
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Name and Address of Director/Officer	No. & % of Shares/VRs held by the Director/Officer	Date of receipt of allotment/ advice/acquisition/sale of shares/VRs	Date of receipt of intimation to Company	Mode of acquisition to (Market Purchase/Public/Rights/Preferential Offer etc.)	No. & % of Shares/post acquisition / voting rights sale	Trading through which trade was executed with SEBI Registration No. of the TM	member whom the trade was executed	Exchange on which trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Meena Goenka 110A, Southern Avenue Kolkata-700029	458400 & 0.30%	21st March 2011	22nd March 2011	Market Purchase	468400 Equity Shares & 0.31%	Ortem Securities Limited SEBI REG. No. INB 230812234	Ortem Securities Limited SEBI REG. No. INB 230812234	National Stock Exchange	10000	Rs 3630234	NIL	NIL

*[Handwritten Signature]*

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**Details of change in shareholding of Director or officer of a Listed Company.**

Name and Address of Director/Officer	No. & % of Shares/VRs held by the Director/Officer	Date of receipt of allotment / advice/acquisition/sale of shares/VRs	Date of intimation to Company	Mode of acquisition to (Market Purchase/Public/Rights/Pref. Offer etc.)	No. & % of Shares/VRs acquired / voting rights sale	Trading member through whom the trade was executed SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Saroj Goenka 110A, Southern Avenue Kolkata-700029	439000 & 0.29%	21st March 2011	22nd March 2011	Market Purchase	459000 Equity Shares & 0.30%	Ortem Securities Limited SEBI REG. No. INB 230812234	National Stock Exchange	20000	Rs 73206000	NIL	NIL

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**Securities and Exchange Board of India (Prohibition of Insider Trading)**  
**Regulation 13(4) and (6)**

**Details of change in shareholding of Director or officer of**

Name and Address of Director/Officer	No. & % of Shares/VRs held by Director/Officer	Date of allotment / advice/acquisition/sale of shares/VRs	Date of intimation to Company	Mode of acquisition to (Market Purchase/Public Rights/Preferential Offer etc.)	No. & % of Shares/post acquisition / voting rights sale	Trading through which trade was effected with SEBI Regd No. of the TM
Amitabh Goenka 110A, Southern Avenue Kolkata-700029	5113232 & 3.38%	21st March 2011	22nd March 2011	Market Purchase	5013232 Equity Shares & 3.31%	Ortem Securities Limited SEBI No. INB 2308

Date: 22/03/2011  
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**Details of change in shareholding of Director or officer of a Listed Company.**

Name and Address of Director/Officer	No. & % of Shares/VRs held by Director/Officer	Date of receipt of allotment advice/acquisition/sale of shares/VRs	Date of intimation to Company	Motive of acquisition to (Market Purchase/Public Rights/Prefential Offer etc.)	No. & % of Shares/post acquisition /voting rights sale	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	Sale Quantity	Sale Value
Neelam Lefin Limited 687 Anandapur, E.M. bypass Kolkata - 700 107	203332 & 0.13%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Promoters Agreement	NIL	Not applicable	Not applicable	NIL	NIL	203332	Rs 3840209/-

Signature

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**Details of change in shareholding of Director or officer of a**

Name and Address of Director/Officer	No. & % of Shares/VRs held by Director/Officer	Date of receipt of allotment advice/acquisition/sale of shares/VRs	Date of Intimation to Company	Mode of acquisition to (Market Purchase/Public/Rights/Prefential Offer etc.)	No. & % of Shares/post acquisition / voting rights sale	Trading through whom the was executed SEBI Registration of the TM
Radhe Shyam Goenka 110A, Southern Avenue Kolkata-700029	352760 & 0.23%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	310760 Equity Shares & 0.21%	Not applicable

Date: 22/03/2011  
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**Details of change in shareholding of Director or officer of a Listed Company.**

Name and Address of Director/Officer	No. & % of Shares/VRs held by Director/Officer	Date of receipt of allotment advice/acquisition/sale of shares/VRs	Date of intimation to Company	Mode of acquisition to (Market Purchase/Public/Rights/Preferential Offer etc.)	No. & % of Shares/post-acquisition /voting rights sale	Trading through trade with SEBI Registration No. of the TM	member whom the trade was executed	Exchange on which trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Suresh Kumar Geenka 110A, Southern Avenue Kolkata-700029	559620 & 0.37%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	493620 Equity Shares & 0.33%	Not applicable	Not applicable	Not applicable	NIL	NIL	66000	NOT APPLICABLE

*Suresh Kumar*

Signature

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Kusum Agarwal 118, Southern Avenue Kolkata-700029	43000 & 0.03%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	13000 Equity Shares & 0.01%	Not applicable	Not applicable	NIL	NIL	30000	NOT APPLICABLE

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*[Handwritten Signature]*

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Madan Lal Agarwal 118, Southern Avenue Kolkata-700029	100000 & 0.07%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	20000 Equity Shares & 0.01%	Not applicable	Not applicable	NIL	NIL	80000	NOT APPLICABLE

Signature

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Laxmi Devi Bajoria	NIL	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	30000 Equity Shares & 0.02%	Not applicable	Not applicable	Not applicable	30000	Not applicable	NIL	NIL

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Rachna Bagaria 97A, Southern Avenue Kolkata 700029	120000 & 0.08%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	150000 Equity Shares & 0.10%	Not applicable	Not applicable	Not applicable	30000	Not applicable	NIL	NIL

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Name and Address of Director/Officer	No. & % of Shares/VRs held by Director/Officer	Date of allotment / advice/acquisition/sale of shares/VRs	Date of Intimation to Company	Mode of acquisition to (Market Purchase/Public Rights/Preferential Offer etc.)	No. & % of Shares/post acquisition / voting rights- <del>sale</del>	Trading through which trade was executed with SEBI Registration No. of the TM	member whom the trade was executed	Exchange on which trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Priti Sureka 29 E Ramkrishna Samadhi Road Kolkata-700054	1343888 & 0.99%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	1473888 Equity Shares & 0.97%	Not applicable	Not applicable	Not applicable	130000	Not applicable	NIL	NIL

*[Handwritten Signature]*  
 Signature

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Ashish Goenka 110 A, Southern Avenue Kolkata-700029	300000 & 0.20%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	482000 Equity Shares & 0.32%	Not applicable	Not applicable	Not applicable	182000	Not applicable	NIL	NIL

Date: 22/03/2011  
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Santosh Goenka 110 A, Southern Avenue, Kolkata-700029	378000 & 0.25%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	610000 Equity Shares & 0.40%	Not applicable	Not applicable	232000	Not applicable	NIL	NIL
Santosh Goenka 110 A, Southern Avenue, Kolkata-700029	610000 & 0.40%	21st March 2011	22nd March 2011	Market Purchase	620000 Equity Shares & 0.41%	Ortem Securities Limited SEBI REG. No. INB 230812234	National Stock Exchange	10000	Rs 3630300	NIL	NIL

*Santosh Goenka*  
Signature

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Name and Address of Director/Officer	No. & % of Shares/VRS held by Director/Officer	Date of receipt of allotment / advice/acquisition/sale of shares/VRS	Date of intimation to Company	Mode of acquisition to (Market Purchase/Public Rights/Private Offer etc.)	No. & % of Shares/post-acquisition / voting rights-sale-	Trading through whom trade was executed with SEBI Registration No. of the TM	Exchange on which trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Sobhna Agarwal FD 443, SECTOR II Salt Lake City Kolkata 700091	120000 & 0.80%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	150000 Equity Shares & 0.10%	Not applicable	Not applicable	30000	Not applicable	NIL	NIL

*[Handwritten Signature]*  
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Name and Address of Director/Officer	No. & % of Shares/WRS held by Director/Officer	Date of allotment / advice/acquisition/sale of shares/WRS	Date of intimation to Company	Mode of acquisition to (Market Purchase/Public/Rights/Preferential Offer etc.)	No. & % of Shares/post acquisition / voting rights sale	No. of 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	Sale Quantity	Sale Value
Jyoti Agarwal PREMCHAND SHANKAR LAL (P) LTD 135A B R Basu Road Kolkata 700001	120000 & 0.08%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	150000 Equity Shares & 0.10%	Not applicable	Not applicable	30000	Not applicable	NIL	NIL

Date: 22/03/2011  
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Abhishek Agarwal 118, Southern Avenue Kolkata-700029	NIL	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	8000 Equity Shares & 0.01%	Not applicable	Not applicable	8000	Not applicable	NIL	NIL

  
Signature

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Usha Agarwal 118, Southern Avenue Kolkata-700029	727772 & 0.48%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	749772 Equity Shares & 0.50%	Not applicable	Not applicable	22000	Not applicable	NIL	NIL
Name and Address of Director/Officer	No. & % of Shares/VRs held by the Director/Officer	Date of receipt of allotment advice/acquisition/sale of shares/VR	Date of intimation to Company	Mode of acquisition on (Market Purchase/Public Rights/Preferential Offer etc.)	No. & % of Shares/ voting rights post 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	Sale Quantity	Sale Value
Usha Agarwal 118, Southern Avenue Kolkata-700029	749772 & 0.50%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	619772 Equity Shares & 0.41%	Not applicable	Not applicable	NIL	NIL	130000	Not applicable
Name and Address of Director/Officer	No. & % of Shares/VRs held by the Director/Officer	Date of receipt of allotment advice/acquisition/sale of shares/VR	Date of intimation to Company	Mode of acquisition on (Market Purchase/Public Rights/Preferential Offer etc.)	No. & % of Shares/ voting rights post 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	Sale Quantity	Sale Value
Usha Agarwal 118, Southern Avenue Kolkata-700029	619772 & 0.41%	21st March 2011	22nd March 2011	Market Purchase	669772 Equity Shares & 0.44%	Ortem Securities Limited SEBI REG. No. INB 230812234	National Stock Exchange	50000	Rs 18306476.60	NIL	NIL

  
 Signature

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Harsh Vardhan Agarwal. 118, Southern Avenue Kolkata-700029	1227126 & 0.81%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	1267126 Equity Shares & 0.84%	Not applicable	Not applicable	40000	Not applicable	NIL	NIL

*Harsh Vardhan Agarwal*

Signature

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Aditya Vardhan Agarwal, Whole Time Director 118, Southern Avenue Kolkata-700029	758432 & 0.50%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	798432 Equity Shares & 0.53%	Not applicable	Not applicable	40000	Not applicable	NIL	NIL

Signature

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**Regulation 13(4) and (6)**

**Details of change in shareholding of Director or officer of a Listed Company.**

Name and Address of Director/Officer	No. & % of Shares/VRs held by the Director/Officer	Date of receipt of allotment advice/acquisition/sale of shares/VRs	Date of intimation to Company	Mode of acquisition to (Market Purchase/Public Rights/Preferential Offer etc.)	No. & % of Shares/post acquisition/voting rights sale	of Trading through which trade was executed with SEBI Registration No. of the TM	member whom the Exchange on the which trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Raj Kumar Goenka 110A, Southern Avenue Kolkata-700029	732000 & 0.48%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	464000 Equity Shares & 0.31%	Not applicable	Not applicable	NIL	NIL	268000	NOT APPLICABLE

Signature

Date: 22/03/2011  
Place: Kolkata



**FORM D**  
**Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992**  
**Regulation 13(4) and (6)**

**Details of change in shareholding of Director or officer of a Listed Company.**

Name and Address of Director/Officer	No. & % of Shares/VRs held by Director/Officer	Date of receipt of allotment advice/acquisition/sale of shares/VRs	Date of intimation to Company	Mode of acquisition (Market Purchase/Public Rights/Preferential Offer etc.)	No. & % of Shares/post acquisition/voting rights sale	Trading through whom the trade was executed with SEBI Registration No. of the TM	member whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Sushil Kumar Goenka 110A, Southern Avenue Kolkata-700029	118000 & 0.08%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Deed of Gift	112000 Equity Shares & 0.07%	Not applicable	Not applicable	Not applicable	NIL	NIL	6000	NOT APPLICABLE

Date: 22/03/2011  
Place: Kolkata

  
 Signature



FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992  
Regulation 13(3) and (6)

Details of change in shareholding in respect of persons holding more than 5% shares in a listed Company of Director or officer of a Listed Company.

Name and Address of Shareholder	Share Holding prior to acquisition/sale	No. & % of Share/VR acquired/sold	Receipt allotment advice/acquisition of Shares /sale of shares specify	Date of Company	Mode of acquisition (Market Purchase/Public Rights/Preferential)	No. & % of voting rights acquisition/sale	Shares/ post member through whom the trade was executed with	Exchange on which the trade was executed	Buy Quantity	Buy Value	Sale Quantity	Sale Value
Suraj Vriyog Pvt Ltd. 687 Anandapur, E M bypass Kolkata - 700 107	21691152 & 14.34%	13287600 & 8.79%	21st March 2011	22nd March 2011	Off Market Transfer of Shares pursuant to Promoters Agreement	8403552 Equity Shares & 5.55%	Not applicable	Not applicable	NIL	NIL	13287600	Rs 23199084/-

Date: 22/03/2011  
Place: Kolkata

  
Signature