



# BEARDELL LIMITED

Regd. Office :  
47, Greaves Road,  
CHENNAI - 600 006. (INDIA)  
Tel : 2829 32 96, 2829 09 00  
GSTIN : 33AAACB1429P2ZP  
CIN No. : L65991TN1936PLC001428  
E-mail : ho@beardsell.co.in  
Website : www.beardsell.co.in

SECR : MARCH : 2018

29<sup>th</sup> March, 2018

The Listing Manager,  
National Stock Exchange of India Limited,  
Exchange Plaza  
Bandra Kurla Complex, Bandra (E)  
Mumbai-400 051  
ISIN - INE522F0I014

The Listing Manager  
BSE Limited  
Registered Office : Floor 25  
P J Towers, Dalal Street,  
Mumbai - 400 001  
Scrip Code: 539447 - {ISIN - INE522F0I014}

Dear Sir,

Sub : Attaching Declaration under Regulation 29(1) and 29(2) of SEBI SAST Regulations 2011 and Form B and Form C under SEBI (Prohibition of Insider Trading Regulations) 2015 received from Promoters of M/s Beardsell Limited

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- 1) Details of Disclosure for sale of 10,13,000 shares - by Mr Bharat Anumolu - Managing Director / Promoter
    - a. Letter dated 28<sup>th</sup> March 2018 received From Mr Bharat Anumolu - Managing Director / Promoter along with the following Declarations
    - b. Declaration under Regulation 29(2) of SEBI SAST Regulations 2011.
    - c. Declaration in Form C under SEBI (Prohibition of Insider Trading Regulations) 2015.
  - 2) Details of Disclosure for purchase of 10,00,000 shares - by M/s Villasini Real Estate Private Limited -for the purchase of Shares from Mr Bharat Anumolu - Managing Director / Promoter:
    - a) Letter dated 28<sup>th</sup> March 2018 Received From M/s Villasini Real Estate Private Limited along with the following Declarations
    - b) Declaration under Regulation 29(1) of SEBI SAST Regulations 2011.
    - c) Declaration in Form B and C under SEBI (Prohibition of Insider Trading Regulations) 2015.

Kindly take on record the above declarations and acknowledge.

Thanking you,  
Yours faithfully,  
For BEARDELL LIMITED

K Murali  
Company Secretary



- Encl : 1) Received from Mr Bharat Anumolu - Declaration under Regulation 29(2) of SEBI SAST Regulations 2011 and Form C under SEBI (Prohibition of Insider Trading Regulations) 2015 vide his Letter dated 28<sup>th</sup> March 2018
- 2) Received from M/s Villasini Real Estate Private Limited - Declaration under Regulation 29(1) and 29(1) of SEBI SAST Regulations 2011 and Form B & C under SEBI (Prohibition of Insider Trading Regulations) 2015 vide their Letter dated 28<sup>th</sup> March 2018

**BRANCHES :** AHMEDABAD - BANGALORE - CHENNAI - COIMBATORE - HYDERABAD - KOCHI  
MUMBAI - NEW DELHI - VISAKHAPATNAM

BHARAT ANUMOLU

12 Park View Enclave  
Road No 2, Banjara Hills  
Hyderabad 500 034  
Mobile No.9394233300

28<sup>th</sup> March 2018

To

Company Secretary  
Beardsell Limited  
47 Grems Road  
Chennai 600 006

Dear Sir

Sub: Attaching Declaration under Regulation 29(2) of SEBI SAST Regulations 2011 and Form C under SEBI (Prohibition of Insider Trading Regulations) 2015

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Please find enclosed the following disclosures :

- (1) Declaration under Regulation 29(2) of SEBI SAST Regulations 2011.
- (2) Declaration in Form C under SEBI (Prohibition of Insider Trading Regulations) 2015.

Kindly take on record the above declarations and acknowledge.

Thanking you

Yours faithfully



Bharat Anumolu  
Encl: As above

**FORM C**  
**SEBI (Prohibition of Insider Trading) Regulations, 2015 [Regulation 7 (2) read with Regulation 6(2) – Continual disclosure]**

Name of the company: BEARSELL LIMITED \_\_\_\_\_ ISIN of the company: INE520H01022

**Details of change in holding of Securities of Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).**

Name, PAN, CIN/DIN, & address with contact nos	Category of Person (Promoters/ KMP / Directors / Immediate relative to / others etc.)	Securities held prior to acquisition / disposal		Securities acquired/Disposed				Securities held post acquisition/disposal		Date of allotment advice/ acquisition of shares/ sale of shares specify		Date of intimation to company	Mode of acquisition / disposal (on market/public/ rights/ preferential offer / off market/ Inter-se transfer, ESOPs etc.)
		Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No	Value	Transaction Type (Buy/Sell/ Fledge / Redeem / Invoke)	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	From	To		

*Arora*

Mr Bharat Anumolu PAN No.AHM/P A2608P DIN No.026602 20. No.12 Parkview Enclave, Banjara Hills, Hyderabad 500 034. Mob No.939423 3300	Promoter - Managing Director/KMP	Equity Shares	8645286 30.76/-	Equity Shares	250	63. 12500/-	Buy	Equity Shares	8645536 30.76/-	22-3-18	-	28-03-18	On Market
		Equity Shares	8645536 30.76/-	Equity Shares	100000	48000000/-	Sale	Equity Shares	7645536 27.20/-	28-3-18	-	28-03-18	On Market
		Equity Shares	7645536 27.20/-	Equity Shares	13000	624000/-	Sale	Equity Shares	7632536 27.16/-	28-3-18	-	28-03-18	On Market

Note: "Securities" shall have the meaning as defined under regulation 2(1)(i) of SEBI (Prohibition of Insider Trading) Regulations, 2015.

Details of trading in derivatives of the company by Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).

Trading in derivatives (Specify type of contract, Futures or Options etc)						Exchange on which the trade was executed
Type of contract	Contract specifications	Buy Notional Value	Number of units (contracts * lot size)	Sell Notional Value	Number of units (contracts * lot size)	
15	16	17	18	19	20	21

Note: In case of Options, notional value shall be calculated based on Premium plus strike price of options.

Name & Signature: Bharat Anumolu: 

Date: 28/03/18

Place: Hyderabad



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

Name of the Target Company (TC)	Beardsell Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Sciler: Mr Bharat Anumolu		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Ltd and BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
<b>Before the acquisition under consideration, holding of :</b>			
(a) Shares carrying voting rights	8645536	30.76%	30.76%
(b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
(c) Voting rights (VR) otherwise than by shares			
(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)			
Total (a+b+c+d)			
<b>Details of acquisition/sale</b>			
(a) Shares carrying voting rights acquired/sold	1013000	3.60%	3.60%
(b) VRs acquired /sold 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) acquired/sold			
(d) Shares encumbered / invoked/released by the acquirer			
Total (a+b+c+/-d)			

*Handwritten signature*

After the acquisition/sale, holding of:			
(a) Shares carrying voting rights	7632536	27.16%	27.16%
(b) Shares encumbered with the acquirer			
(c) VRs otherwise than by shares			
(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) after acquisition			
Total (a+b+c+d)			
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).			
Open Market			
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable			
28/03/2018			
Equity share capital / total voting capital of the TC before the said acquisition / sale			
28099008			
Equity share capital/ total voting capital of the TC after the said acquisition / sale			
28099008			
Total diluted share/voting capital of the TC after the said acquisition			
28099008			

(\*) 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 the listing Agreement.

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

Signature of the acquirer / seller / Authorised Signatory : 

Place: Hyderabad

Date: 28/03/2018

# VILLASINI REAL ESTATE PRIVATE LIMITED

47 GREAMES ROAD, CHENNAI - 600 006

Phone : 28293296

CIN NO U70109TN2012PTC085811

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28<sup>th</sup> March 2018

To

Company Secretary  
Beardsell Limited  
47 Greames Road  
Chennai 600 006

Dear Sir

Sub: Attaching Declaration under Regulation 29(1) of SEBI SAST Regulations 2011 and Form B and Form C under SEBI (Prohibition of Insider Trading Regulations) 2015

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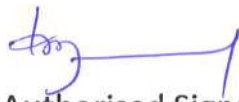
Please find enclosed the following disclosures :

- (1) Declaration under Regulation 29(1) of SEBI SAST Regulations 2011.
- (2) Declaration in Form B and C under SEBI (Prohibition of Insider Trading Regulations) 2015.

Kindly take on record the above declarations and acknowledge.

Thanking you

Yours faithfully  
For Villasini Real Estate Private Limited

  
Authorised Signatory  
Encl: As above





**Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A- Details of the Acquisition**

Name of the Target Company (TC)	Beardsell Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Villasini Real Estate Pvt Ltd		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Ltd and BSE Limited		
Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
<b>Before the acquisition under consideration, holding of acquirer along with PACs of:</b>			
(a) Shares carrying voting rights	NIL	NIL	NIL
(b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
© Voting rights (VR) otherwise than by equity shares			
(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)	NIL	NIL	NIL
Total (a+b+c+d)			
<b>Details of acquisition</b>			
(a) Shares carrying voting rights acquired	1000000	3.55%	3.55%
(b) VRs acquired otherwise than by equity shares			
© 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			
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
e) Total (a+b+c+/-d)	1000000	3.55%	3.55%
<b>After the acquisition, holding of acquirer along with PACs of:</b>			
a) Shares carrying voting rights	1000000	3.55%	3.55%
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)	1000000	3.55%	3.55%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open Market		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Not Applicable		
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	28/03/2018		
Equity share capital / total voting capital of the TC before the said acquisition	28099008		
Equity share capital/ total voting capital of the TC after the said acquisition	28099008		
Total diluted share/voting capital of the TC after the said acquisition	28099008		



**Part-B\***

**Name of the Target Company: Beardsell Limited**

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/ Promoter group	PAN of the acquirer and/ or PACs
Mr Bharat Anumolu	Yes	AHMPA2608P
Mrs Jayasree Anumolu	Yes	ACDPA8286F
Gunnam Subbarao Insulation Pvt Ltd	Yes	AABCG3676N
Mrs P Lalithamba	Yes	AEJPP6104R
Villasini Real Estate Pvt Ltd	Yes	AACV1131C

Signature of the acquirer / Authorised Signatory

Place: *Chennai*

Date: *28/03/2018*



For VILLASINI REAL ESTATE PVT. LTD.

*[Signature]*  
Authorised Signatory

**Note:**

(\*) 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 the listing Agreement.

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

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

**FORM B**

**SEBI (Prohibition of Insider Trading) Regulations, 2015[Regulation 7 (1) (b) read with Regulation 6(2) – Disclosure on becoming a director/KMP/Promoter]**

Name of the company: Beardsell Limited

ISIN of the company: INE520H01022

**Details of Securities held on appointment of Key Managerial Personnel (KMP) or Director or upon becoming a Promoter of a listed company and other such persons as mentioned in Regulation 6(2).**

Name, PAN, CIN/DIN & address with contact nos.	Category of Person (Promoters/ KMP /Directors / Immediate relative to / Others etc	Securities held as on the date of regulation coming into force		% of Shareholding
		Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No	
Villasini Real Estate Pvt Ltd PAN:AAECV 1131C CIN:U70109T N2012PTC08 5811	Promoters	Equity Shares	1000000	3.55%



47 Greams Road Chennai 600 006. Phone: 044- 28293296				
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*Note: "Securities" shall have the meaning as defined under regulation 2(1)(i) of SEBI (Prohibition of Insider Trading) Regulations, 2015.*

**Details of Open Interest (OI) in derivatives of the company held on appointment of Key Managerial Personnel (KMP) or Director or upon becoming a Promoter of a listed company and other such persons as mentioned in Regulation 6(2).**

Open Interest of the Future contracts held at the time of becoming Promoter/appointment of Director/KMP		Open Interest of the Option Contracts held at the time of becoming Promoter/appointment of Director/KMP			
Contract specifications	Number of units (contracts * lot size)	Notional value in Rupee terms	Contract specifications	Number of units (contracts * lot size)	Notional value in Rupee terms
7	8	9	10	11	12

*Note: In case of Options, notional value shall be calculated based on premium plus strike price of options*

For VILLASINI REAL ESTATE PVT. LTD.

Name & Signature:  
Designation:  
Date: 28/03/2018  
Place: Chennai





# FORM C

SEBI (Prohibition of Insider Trading) Regulations, 2015 [Regulation 7 (2) read with Regulation 6(2) – Continual disclosure]

Name of the company: BEARDSSELL LIMITED \_\_\_\_\_ ISIN of the company: INE520H01022

Details of change in holding of Securities of Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).

Name, PAN, CIN/DIN, & address with contact nos	Category of Person (Promoters/ KMP / Directors / Immediate relative to / others etc )	Securities held prior to acquisition / disposal		Securities acquired/Disposed		Securities held post acquisition/disposal		Date of allotment advice/ acquisition of shares/ sale of shares specify	Date of intimation to company	Mode of acquisition / disposal (on market/public/ rights/ preferential offer / off market/ Inter- se transfer, ESOPs etc.)
		Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No	Value	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)			
								From	To	



M/s Villasini Real Estate Pvt Ltd PAN No.AAEC V1131C CIN No.U70109	Promoter Company	Equity Shares	NIL	Shares	1000000	Rs. <del>48,00,000/-</del>	Buy	Equity Shares	1000000 3.55%	28/03/2018	-	28/03/2018	On Market
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