

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

1. Name of the Target Company (TC)	<b>Rushil Decor Limited</b>		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	<b>JM Financial Services Limited JM Financial Products Limited</b>		
3. Whether the acquirer belongs to Promoter/Promoter Group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	<b>National Stock Exchange of India Limited BSE Limited</b>		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t total share/voting capital wherever applicable (#)	% w.r.t total diluted share/voting capital of the TC (*) (#)
<u>Before the acquisition/disposal under consideration, holding of:</u>			
a) Shares carrying voting rights			
(1) JM Financial Services Limited	3,72,100 <sup>a</sup>	2.59%	2.59%
(2) JM Financial Products Limited	3,91,954 <sup>b</sup>	2.72%	2.72%
b) <del>Voting rights (VR) otherwise than by shares</del>	-	-	-
c) <del>Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)</del>	-	-	-
<b>Total (a+b+c)</b>	<b>7,64,054</b>	<b>5.31%</b>	<b>5.31%</b>
<u>Details of acquisition/(sale)</u>			
a) Shares carrying voting rights acquired/(sold) <sup>c</sup>			
(1) JM Financial Services Limited	(3,66,000)	(2.54%)	(2.54%)
(2) JM Financial Products Limited	3,66,000	2.54%	2.54%
b) <del>VRs acquired /sold otherwise than by shares</del>	-	-	-
c) <del>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</del>	-	-	-
<b>Total (a+b+c)</b>	<b>0</b>	<b>0.00%</b>	<b>0.00%</b>



**JM Financial Services Limited**

Regd. Office: 7th Floor, Energy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025.

Administrative office: 1st Floor, B Wing, Suashish IT Park, Plot No. 68 E, Off. Dattapada Road, Opp. Tata Steel, Borivali (East), Mumbai 400 066.

T: 91 22 6166 7000 F: 91 22 6166 7222 [www.jmfinancialservices.in](http://www.jmfinancialservices.in)

After the acquisition/(sale), holding of :

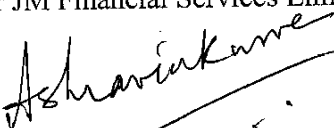
a) Shares carrying voting rights			
(1) JM Financial Services Limited	6,100 <sup>d</sup>	0.05%	0.05%
(2) JM Financial Products Limited	7,57,954 <sup>e</sup>	5.26%	5.26%
b) <del>VRs otherwise than by shares</del>	-	-	-
c) <del>Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition.</del>	-	-	-
<b>Total (a+b+c)</b>	<b>7,64,054</b>	<b>5.31%</b>	<b>5.31%</b>
6. Mode of acquisition / sale (e.g. open market / off- market / public issue / rights issue / preferential allotment / inter-se transfer etc).	<b>Off market</b>		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	<b>Creation / Release of encumbrance on shares resulting in aggregation of more than 2% on October 1, 2013.</b>		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale (#)	<b>1,44,00,000 Equity Shares</b>		
9. Equity share capital/total voting capital of the TC after the said acquisition /sale (#)	<b>1,44,00,000 Equity Shares</b>		
10. Total diluted share/voting capital of the TC after the said acquisition/sale. (*)(#)	<b>1,44,00,000 Equity Shares</b>		

(\* ) 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.

(#) The total shares/voting capital and the total diluted shares/voting capital of the TC has been derived from the latest shareholding pattern of TC available on the website of BSE Limited (i.e. [www.bseindia.com](http://www.bseindia.com)).

- These shares are held as margin from the client(s) as on September 26, 2013.
- These shares are held as collateral, to secure the loan sanctioned/ given to borrower(s) as on September 26, 2013.
- This disclosure is made since the release of encumbrance (gross) in aggregate exceeded the threshold limit for disclosure.
- These shares are held as margin from the client(s) as on October 1, 2013.
- These shares are held as collateral, to secure the loan sanctioned/ given to borrower(s) as on October 1, 2013.

for JM Financial Services Limited

  
**Anil Mavinkurve**  
 Company Secretary

Place: Mumbai

Date: October 4, 2013

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