



11th April, 2013

The Bombay Stock Exchange Ltd
Floor 25, P.J. Towers
Dalal Street
Mumbai - 400001

✓ The National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Plot No C/1, G Block
Bandra – Kurla Complex
Bandra (East), Mumbai - 400051

Sub: Disclosure under Regulation 31(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

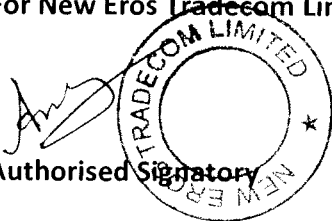
Dear Sir,

Please find enclosed herewith disclosures as required under Regulation 31(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 with respect to Pledge released by Aditya Birla Finance Limited and subsequently created in favor of The Ratnakar Bank Limited on Equity Shares of Zuari Agro Chemicals Limited held by the Company.

Thanking You,

Yours Sincerely

For New Eros Tradecom Limited


Authorised Signatory

CC: Company Secretary,
Zuari Agro Chemicals Limited
Jai Kisaan Bhawan, Zuarinagar, Goa - 403726

NEW EROS TRADECOM LIMITED

Regd. Off: Birla Building, 5th Floor, 9/1, R.N. Mukherjee Road, Kolkata -700 001
Corp Off: 5th Floor, Tower A, Global Business Park, Sec – 26, MG Road, Gurgaon -122002

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				Zuari Agro Chemicals Limited					
Name of the Promoter(s) on whose shares encumbrance was created/invoked/released (tick the relevant one)				New Eros Tradecom Limited					
Date of reporting				11.04.2013					
Names of the stock exchanges where the shares of the target company are listed				The National Stock Exchange of India Limited BSE Limited					
Details of the promoters' holding: (The term "event" indicates creation/ invocation /release of encumbrance, as the case may be)									
Promoter (s) or PACs with him		Pre-event holding		Details of events pertaining to Encumbrance		Post event holding (encumbered shares to be excluded)		Details of encumbrance (pledge/lien or other- give details	
Names	Number	% of total share capital	Type – creation/ invocation/ release	Date (s)	Number	% of Total share capital	Number	% of Total share capital	
New Eros Tradecom Limited	1,196,767	2.85%	Creation	08.04.2013	NIL	NIL	1,196,767	2.85%	

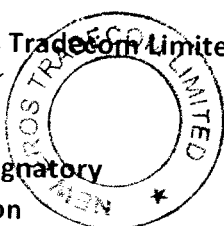
This disclosure represents Creation of Pledge in favor of The Ratnakar Bank Limited on 1,196,767 Equity Shares of Zuari Agro Chemicals Limited.

For New Eros Tradecom Limited

Authorised Signatory

Place: Gurgaon

Date: 11th April, 2013

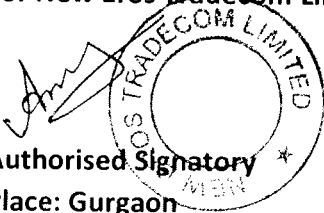


Disclosure by the Promoter (s) to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company				Zuari Agro Chemicals Limited					
Name of the Promoter(s) on whose shares encumbrance was created —invoked/ released (tick the relevant one)				New Eros Tradecom Limited					
Date of reporting				11.04.2013					
Names of the stock exchanges where the shares of the target company are listed				The National Stock Exchange of India Limited BSE Limited					
Details of the promoters' holding: (The term "event" indicates creation / invocation/ release of encumbrance, as the case may be)									
Promoter (s) or PACs with him		Pre-event holding		Details of events pertaining to Encumbrance		Post event holding (encumbered shares to be excluded)		Details of encumbrance (pledge/lien or other- give details	
Names	Number	% of total share capital	Type – creation/ invocation/ release	Date (s)	Number	% of Total share capital	Number	% of Total share capital	
New Eros Tradecom Limited	1,196,767	2.85%	Release	08.04.2013	1,196,767	2.85%	NIL	NIL	

This disclosure represents Release of Pledge by Aditya Birla Finance Limited on 1,196,767 Equity Shares of Zuari Agro Chemicals Limited.

For New Eros Tradecom Limited


Authorised Signatory
 Place: Gurgaon

Date: 11th April, 2013