



November 17, 2009

<b>General Manager,</b> Listing Department, Bombay Stock Exchange Limited P.J.Tower, Dalal Street Mumbai- 400 001	<b>Vice President,</b> Listing Department, National Stock Exchange of India Limited 'Exchange Plaza' Bandra Kurla Complex, Bandra (East), Mumbai-400 051
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Dear Sirs,

**Sub: Initial Public Offering of Cox and Kings (India) Limited (the "Company" or the "Issuer") - Equity Shares allocated to Anchor Investors pursuant to the Red Herring Prospectus dated November 11, 2009 filed with the Registrar of Companies, Mumbai, Maharashtra and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009**

The number of equity shares available under Anchor Investor Portion is 2,744,496 equity shares. The IPO Committee of the Company at its meeting held on November 17, 2009 has finalized allocation of 2,744,480 Equity Shares to Anchor Investors at Rs. 330 per Equity Share (including share premium of Rs. 320 per Equity Share) in the following manner:

Sr. No.	Name of Anchor Investor	No. of Equity Shares	No. of Equity Shares allocated as a percentage of no. of equity shares under Anchor Investor portion
1	EMERGING MARKETS GROWTH FUND INC.	745,500	27.16%
2	CAPITAL INTERNATIONAL EMERGING MARKETS FUND	354,500	12.92%
3	T. ROWE PRICE INTERNATIONAL INC A/C T ROWE PRICE INTERNATIONAL DISCOVERY FUND	529,000	19.27%
4	JF EASTERN SMALLER COMPANIES FUND	200,480	7.30%
5	SBI MUTUAL FUND A/C MMPS 93	153,000	5.57%
6	SBI MUTUAL FUND A/C MAGNUM GLOBAL FUND	153,000	5.57%
7	RELIANCE CAPITAL TRUSTEE CO. LTD- A/C RELIANCE EQUITY OPPORTUNITIES FUND	306,000	11.15%
8	SUNDARAM BNP PARIBAS MUTUAL FUND A/C SUNDARAM BNP PARIBAS SELECT SMALL CAP	151,500	5.52%
9	SUNDARAM BNP PARIBAS MUTUAL FUND A/C SUNDARAM BNP PARIBAS SELECT THEMATIC FDS - ENTERTAINMENT OPP FD	151,500	5.52%
	<b>Total</b>	<b>2,744,480</b>	<b>100%</b>

We request you to make the above mentioned information public by disclosing it on your website.

Thanking you,

For Cox and Kings (India) Limited

  
 Peter Kerkar  
 Director  
 cc:

- The Securities and Exchange Board of India, Mumbai
- India Infoline Limited, Mumbai