

Date: November 28, 2016

General Manager
Listing Department
BSE Limited
P.J. Tower, Dalal Street
Mumbai 400 001

Vice President
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza', Bandra-Kurla Complex
Bandra (East), Mumbai 400 051

Dear Sir/Madam,

Subject: Initial Public offering of up to [●] Equity Shares of face value of ₹ 5 each ("Equity Shares") of Sheela Foam Limited (the "Company") for cash at a price of [●] per Equity Share, (the "Offer Price"), Aggregating up to ₹ 5,100 million (the "Offer") through an offer for sale of up to [●] Equity Shares aggregating up to ₹ 5,100 million by Polyflex Marketing Private Limited (the "Selling Shareholder" and such equity shares being the "Offered Shares").

THE PRICE BAND FOR THE OFFER HAS BEEN FIXED AT ₹680 TO ₹730 PER EQUITY SHARE

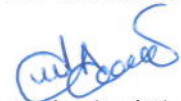
We refer to the captioned Issue, and in this regard would like to inform you that the Anchor Book opened and closed today, November 28, 2016.

The IPO Committee of the Company at its meeting held on November 28, 2016 in consultation with the Book Running Lead Managers, has finalized allocation of 20,95,889 Equity Shares in aggregate, to Anchor Investors at Anchor Investor Allocation Price of ₹ 730 per Equity Share, aggregating to ₹ 1,530.00 million as per the details provided in **Annexure - I**.

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

All capitalised terms not specifically defined in this letter will have the same meanings ascribed to such terms in the red herring prospectus dated November 18, 2016 ("RHP").

Thanking you,
For Sheela Foam Limited



Authorised Signatory

Name: Md. Iqbal Ahmed

Designation: Company Secretary and Compliance Officer



SHEELA FOAM LIMITED

37/2, Site-IV, Sahibabad Industrial Area, Ghaziabad, U.P. - 201010, India
Ph: Int-91-(0)-120-4162200 | Fax: Int-91-(0)-120-4162282, 4162283 | Email: contactus@sheelafoam.com
Regd. Office: C-55, Preet Vihar, Vikas Marg, Delhi-110092, India | Ph: Int-91-(0)-11-22026875-76
Toll Free: 1800 103 6664 | www.sleepwellproducts.com | www.sheelafoam.com
CIN-U74899DL1971PLC005679

ANNEXURE – I

List of Anchor Investors

Sr. No.	Anchor Application No.	Name of Anchor Investor	No. Of Equity Shares Allocated	As a percentage of the Anchor Investor Portion (%)	Anchor Allocation Price (₹)
1	1A	ICICI PRUDENTIAL FMCG FUND	64,460	3.08%	730
2	1B	ICICI PRUDENTIAL MIDCAP FUND	1,28,900	6.15%	730
3	2A	SBI FMCG FUND	30,340	1.45%	730
4	2B	SBI EQUITY OPPORTUNITIES FUND SERIES IV	28,760	1.37%	730
5	2C	SBI MAGNUM MIDCAP FUND	34,260	1.63%	730
6	2D	SBI MAGNUM MULTICAP FUND	28,760	1.37%	730
7	2E	SBI RESURGENT INDIA OPPORTUNITIES SCHEME	16,440	0.78%	730
8	2F	SBI MAGNUM MONTHLY INCOME PLAN	28,760	1.37%	730
9	2G	SBI TAX ADVANTAGE FUND SERIES II	26,040	1.24%	730
10	3	FIL INVESTMENTS(MAURITIUS)LTD	1,93,360	9.23%	730
11	4	GOLDMAN SACHS INDIA LIMITED	85,380	4.07%	730
12	5	MORGAN STANLEY MAURITIUS COMPANY LIMITED	1,07,980	5.15%	730
13	6	KUWAIT INVESTMENT AUTHORITY FUND 225	1,93,360	9.23%	730
14	7A	UTI - BLUECHIP FLEXICAP FUND	95,900	4.58%	730
15	7B	UTI-UNIT LINKED INSURANCE PLAN	63,200	3.02%	730
16	7C	UTI - CCP ADVANTAGE FUND	34,260	1.63%	730
17	8A	L AND T MUTUAL FUND TRUSTEE LTD- L AND T MID CAP FUND	68,492	3.27%	730
18	8B	L&T MUTUAL FUND TRUSTEE LIMITED- L&T EMERGING BUSINESSES FUND	20,428	0.97%	730
19	9A	IDFC CLASSIC EQUITY FUND	62,244	2.97%	730
20	9B	IDFC EQUITY FUND	26,676	1.27%	730
21	10A	RELIANCE NIPPON LIFE INSURANCE COMPANY LIMITED	82,103	3.92%	730
22	10B	RELIANCE NIPPON LIFE INSURANCE CO LTD SHAREHOLDERS BEYOND SOLVENCY MARGIN A/C	6,787	0.32%	730
23	11	PI OPPORTUNITIES FUND I	1,93,360	9.23%	730
24	12A	HDFC TRUSTEE COMPANY LIMITED - HDFC CAPITAL BUILDER FUND	1,12,920	5.39%	730
25	12B	HDFC SMALL & MIDCAP FUND	80,440	3.84%	730
26	13A	KOTAK EMERGING EQUITY SCHEME	1,24,840	5.96%	730
27	13B	KOTAK MIDCAP	47,960	2.29%	730
28	13C	KOTAK INDIA GROWTH FUND SERIES I	20,560	0.98%	730
29	14	SUNDARAM MUTUAL FUND A/C SUNDARAM SMILE FUND	88,919	4.24%	730
Total			20,95,889	100.00%	




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8 Mutual Funds have applied through 22 schemes, details are provided in table below:

S. No.	Application No.	Name of Scheme	No. of Equity Shares allocated	Number of Equity Shares allocated as a percentage of Equity Shares available for allocation under the Anchor Investor Portion (%)	Bid Price (₹)
1	1A	ICICI PRUDENTIAL FMCG FUND	64,460	3.08%	730
2	1B	ICICI PRUDENTIAL MIDCAP FUND	1,28,900	6.15%	730
3	2A	SBI FMCG FUND	30,340	1.45%	730
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17	12A	HDFC TRUSTEE COMPANY LIMITED - HDFC CAPITAL BUILDER FUND	1,12,920	5.39%	730
18	12B	HDFC SMALL & MIDCAP FUND	80,440	3.84%	730
19	13A	KOTAK EMERGING EQUITY SCHEME	1,24,840	5.96%	730
20	13B	KOTAK MIDCAP	47,960	2.29%	730
21	13C	KOTAK INDIA GROWTH FUND SERIES I	20,560	0.98%	730
22	14	SUNDARAM MUTUAL FUND A/C SUNDARAM SMILE FUND	88,919	4.24%	730
Total			12,33,559	58.86%	



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