Date : July 28, 2011

To,

Bombay Stock Exchange Limited Corporate Relationships Department 14th Floor, Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001 Attn: Ms. Nisha Mehta	The National Stock Exchange of India Limited Listing Department Bandra – Kurla Complex, Mumbai Attn: Mr. Nilesh Kunte	Madhya Pradesh Stock Exchange Limited 201, Palika Plaza-II, MTH Compound, Indore – 452 001 Attn: Amee Shastri

Dear Sir/Madam,

Sub: Information pursuant to regulation 15(i) of the Securities and Exchange Board of India (Buyback of Securities) Regulations, 1998 as amended, about purchases by HEG Limited of its own equity shares from the open market through stock exchange(s).

HEG Limited (the "Company") is buying back its own fully paid up equity shares of face value ₹ 10/- each ("Equity Shares") from the open market through the electronic trading facilities of Bombay Stock Exchange Limited ("BSE") and National Stock Exchange of India Ltd. ("NSE") (together the "Stock Exchanges").

The details of the purchase orders that were executed on the Stock Exchanges today, July 28, 2011, in connection to the above buyback are:

Name of the Broker	Number of Equity Shares Bought Back on 28/07/2011		Total	Average Price of Acquisition (₹)
	BSE	NSE		
RCM	NIL	NIL	NIL	NA
Bharat Bhushan	1,000	6,846	7,846	237.07
Total (A)	1,000	6,846	7,846	237.07

Cumulative Equity Shares bought as on Yesterday (B)	1,691,052
Less : Quantity Closed Out Today(C)	NIL
Quantity Closed Out as on Yesterday (D)	NIL
Total Quantity closed out (C+D=E)	NIL
Total Equity Shares bought back as on 28/07/2011 (A) +(B) – (E)	1,698,898

Yours Sincerely,

For Religare Capital Markets Limited

Authorised Signatory