

BEFORE THE SECURITIES AND EXCHANGE BOARD OF INDIA

SETTLEMENT ORDER

On Application No. 3064 of 2016

Submitted by **United Spirits Limited [PAN: AACCM8043J]**
in the matter of Pioneer Distilleries Limited

1. United Spirits Limited (hereinafter referred to as ‘applicant’) having its address at UB Tower, #24, Vittal Mallya Road, Bangalore – 560 001, Karnataka, filed an application (received by SEBI on February 26, 2016), in terms of the SEBI (Settlement of Administrative and Civil Proceedings) Regulations, 2014 (‘Settlement Regulations’), proposing to settle, by admitting the findings of fact and conclusions of law, through a settlement order, the proposed adjudication proceedings intimated vide Notice of Approved Enforcement Action dated December 28, 2015 for the alleged violation of Regulations 31(1), 31(2) read with 31(3) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.
2. The authorised representative of the applicant had a meeting with the Internal Committee of SEBI on May 12, 2016, wherein the settlement terms were deliberated. Thereafter, the applicant, vide letter dated May 30, 2016, proposed the revised settlement terms to settle the default mentioned above.
3. The High Powered Advisory Committee (‘HPAC’) in its meeting dated July 05, 2017 considered the settlement terms proposed by the applicant and recommended the case for settlement upon payment of ₹8,18,800/- (Rupees Eight Lakh Eighteen Thousand and Eight Hundred only) by the applicant towards settlement terms for the aforementioned default. The Panel of Whole Time Members of SEBI accepted the said recommendation of the HPAC and the same was communicated to the applicant vide e-mail dated August 16, 2017.
4. The applicant vide Demand Draft no. 774267 dated September 12, 2017, drawn on HDFC Bank has remitted ₹8,18,800/- (Rupees Eight Lakh Eighteen Thousand and Eight Hundred only) towards the settlement charges.
5. Accordingly, the proposed adjudication proceedings for the alleged default as discussed in

paragraph 1 above, are settled *qua* the applicant as per the above terms, by way of this order and SEBI shall not initiate any enforcement action against the applicant for the said alleged default.

6. In view of the above, in terms of regulations 15 and 19 of the Settlement Regulations, it is hereby ordered that:
 - i. this order disposes of the said proposed adjudication proceedings in respect of the applicant as mentioned above and;
 - ii. passing of this order is without prejudice to the right of SEBI to take enforcement actions including commencing proceedings against the applicant, if SEBI finds that:
 - a. any representation made by the applicant in the present settlement proceedings is subsequently discovered to be untrue;
 - b. the applicant has breached any of the clauses/ conditions of undertakings/ waivers filed during the present settlement proceedings.
7. This settlement order passed on this 22nd day of September, 2017 and shall come into force with immediate effect.
8. In terms of regulation 17 of the Settlement Regulations, a copy of this order shall be sent to the applicant and shall also be published on the website of SEBI.

-Sd-

G. MAHALINGAM
WHOLE TIME MEMBER

-Sd-

MADHABI PURI BUCH
WHOLE TIME MEMBER