Annexure-B

Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Page Industries Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund ▪ HDFC Equity Fund ▪ HDFC Prudence Fund ▪ HDFC MF Monthly Income Plan – Long Term Plan		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE limited National Stock Exchange of India Limited		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t.total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition/disposal under consideration, holding of : a) Shares carrying voting rights	8,65,820	7.76	7.76
b) Voting rights (VR) otherwise than by shares	0	0.00	0.00
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category) ***(% share holding calculated on Paid up share capital comprising of 1,11,53,874 equity shares of Rs. 10/- each)***	0	0.00	0.00
Total (a+b+c)	**8,65,820**	**7.76**	**7.76**
Details of ~~acquisition~~/sale: a) Shares carrying voting rights ~~acquired~~/sold	232,722 0	2.08	2.08
b) VRs acquired /sold otherwise than by shares		0.00	0.00
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	0	0.00	0.00
Total (a+b+c)	**232,722**	**2.08**	**2.08**
After the ~~acquisition~~/sale, holding of: a) Shares carrying voting rights	633,098	5.68	5.68
b) VRs otherwise than by shares	0	0.00	0.00
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition. ***(% share holding calculated on Paid up share capital comprising* of 1,11,53,874 equity shares of Rs. 10/- each)**	0	0.00	0.00
Total (a+b+c)	**633,098**	**5.68**	**5.68**

6. Mode of ~~acquisition /~~ sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market
7. Date of ~~acquisition /~~ sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	July 3, 2013
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	1,11,53,874 equity shares of Rs. 10/- each
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	1,11,53,874 equity shares of Rs. 10/- each
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	N.A.

Note -: Percentages given above are rounded off to three decimal places.

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For **HDFC Asset Management Company Limited**

Dhruti Barot
Senior Manager - Compliance

Place: Mumbai
Date: July 4, 2013