



Kotak Mahindra Prime

Date: 02nd November, 2015

Fax No. (022) 26598120

The General Manager
National Stock Exchange of India Limited
Exchange Plaza,
5th Floor,
Plot No. C/1, G- Block,
Bandra- Kurla Complex
Bandra (East),
Mumbai- 400 051

Dear Sir,

Sub: Disclosure under SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 (shares of M/s. Balaji Telefilms Ltd.)

We would like to inform you that Kotak Mahindra Prime Limited (KMPL) has a control/holding of 2736100 equity shares and Kotak Mahindra Investments Limited (KMIL) has a control/holding of 670296 equity shares of Balaji Telefilms Limited, which together constitute more than 5% of the issued equity share capital of the company. KMPL has received control over client's shares by way of pledge for loan facility.

The detail of acquisition is attached in the annexure hereto, which is in the format prescribed under Regulation 29(1) of the SAST Regulations.

Kindly take the same on records.

Thanking you.

Yours faithfully,
For Kotak Mahindra Prime Limited

Authorised Signatory

Encl: Disclosure under Regulation 29 (1) of SAST Regulations

Kotak Mahindra Prime Limited

CIN U67200MH1996PLC097730
Kotak Infinity, 6th Floor
Building No 21, Infinity park
Off Western Express Highway
General A K Vaidya Marg
Malad (E), Mumbai 400 097, India

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27BKC, C 27, G Block,
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India.

Customer Service Call Center No. +91 22 6773 6000 / 1800-209-5732

ANNEXURE - 1
Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011
Part-A- Details of the Acquisition

Name of the Target Company (TC)	M/s. Balaji Telefilms Ltd		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	M/s. Kotak Mahindra Prime Ltd (KMPL) M/s. Kotak Mahindra Investments Ltd (KMIL)		
Whether the acquirer belongs to Promoter/Promoter group	NO		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange Limited National Stock Exchange Limited		
Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	2176100 (KMPL)	3.34%	3.34%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
c) Voting rights (VR) otherwise than by equity shares	670296 (KMIL)	1.03%	1.03%
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
e) Total (a+b+c+d)	2846396	4.37%	4.37%
Details of acquisition			
a) Shares carrying voting rights acquired	560000 (KMPL)	0.86%	0.86%
b) VRs acquired otherwise than by equity shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying	0 (KMIL)	0.00%	0.00%

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category) acquired			
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
e) Total (a+b+c+d)	560000	0.86%	0.86%
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	2736100 (KMPL)	4.20%	4.20%
b) VRs otherwise than by equity shares			
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	670296 (KMIL)	1.03%	1.03%
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
e) Total (a+b+c+d)	3406396	5.23%	5.23%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Shares pledged as Security against loan		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	NA.		
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	30th October 2015		
Equity share capital / total voting capital of the TC before the said acquisition	6,52,10,443 equity shares of Rs.2 each.		
Equity share capital/ total voting capital of the TC after the said acquisition	6,52,10,443 equity shares of Rs.2 each.		
Total diluted share/voting capital of the TC after the said acquisition	6,52,10,443 equity shares of Rs.2 each.		

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