

Date: 29-03-2024

National Stock Exchange of
India limited (NSE)
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra,
Mumbai - 400051

BSE limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai –
400001

Ethos Limited
Plot No. 3, Sector III,
Parwanoo, H.P (173220)

Subject: Disclosure in terms of regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir/ Madam,

In terms of regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we are enclosing herewith disclosure duly signed with respect to sale of shares of Ethos Limited.

Please take the same on record.

Thanking you,

Yours truly

For and on behalf of Mahen Distribution Limited

For Mahen Distribution Limited



Authorized Signatory

For and on behalf of KDDL Limited
For KDDL Limited



Authorized Signatory

Place: Chandigarh

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

Name of the Target Company (TC)	Ethos Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Seller:- KDDL Limited Mahen Distribution Limited Persons acting in concert (being other members of the promoter and members of promoter group of the Target Company):- Mr. Yashovardhan Saboo (Promoter) Mr. Jai Vardhan Saboo (Member of Promoter Group) Mrs. Pushpa Manjari Mohatta (Member of Promoter Group) Mr. Narendra Kumar Mohatta (Member of Promoter Group) Mr. Alok Mohatta (Member of Promoter Group) Mr. Rajendra Kumar Saboo (Member of Promoter Group) Mr. Pranav Shankar Saboo (Member of Promoter Group) Mrs. Usha Devi Saboo (Member of Promoter Group) Mrs. Anuradha Saboo (Member of Promoter Group) Mrs. Satvika Saboo (Member of Promoter Group) Saboo Ventures LLP (Member of Promoter Group) Vardhan Properties and Investment Private Limited (Member of Promoter Group) VBL Innovations Private Limited (Member of Promoter Group) Saboo Housing Projects LLP (Member of Promoter Group) Dream Digital Technology Private Limited (Member of Promoter Group)		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock Exchange of India Limited		
Details of the acquisition / disposal 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 :-			
a) Shares carrying voting rights			
Mahen Distribution Limited	17,04,606	6.96	-
KDDL Limited	1,20,03,877	49.03	-
Mr. Yashovardhan Saboo	138	0.00	-
Mr. Jai Vardhan Saboo	1,03,422	0.42	-
Mrs. Pushpa Manjari Mohatta	1	0.00	-
Mr. Narendra Kumar Mohatta	19,779	0.08	-
Mr. Alok Mohatta	1	0.00	-
Mr. Rajendra Kumar Saboo	1	0.00	-
Mr. Pranav Shankar Saboo	0	0.00	-
Mrs. Usha Devi Saboo	1	0.00	-

Mrs. Anuradha Saboo	1,147	0.00	-
Mrs. Satvika Saboo	2,001	0.01	-
Saboo Ventures LLP	3,18,559	1.30	-
Vardhan Properties and Investment Private Limited	0	0.00	-
VBL Innovations Private Limited	17,558	0.07	-
Saboo Housing Projects LLP	1	0.00	-
Dream Digital Technology Private Limited	0	0.00	-
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	-	-	-
c) Voting rights (VR) otherwise than by shares	-	-	-
d) 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)	-	-	-
e) Total (a+b+c+d)	1,41,71,092	57.89	-
Details of acquisition/sale			
a) Shares carrying voting rights acquired /sold			
KDDL Limited	4,90,000	2.00	-
Mahen Distribution Limited	40,072	0.16	-
b) VRs acquired /sold otherwise than by 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) acquired/sold	-	-	-
d) Shares encumbered / invoked/released by the acquirer	-	-	-
e) Total (a+b+c+d)	5,30,072	2.17	-
After the acquisition/sale, holding of:			
a) Shares carrying voting rights			
Mahen Distribution Limited	16,64,534	6.80	-
KDDL Limited	1,15,13,877	47.03	-
Mr. Yashovardhan Saboo	138	0.00	-
Mr. Jai Vardhan Saboo	1,03,422	0.42	-
Mrs. Pushpa Manjari Mohatta	1	0.00	-
Mr. Narendra Kumar Mohatta	19,779	0.08	-
Mr. Alok Mohatta	1	0.00	-
Mr. Rajendra Kumar Saboo	1	0.00	-
Mr. Pranav Shankar Saboo	0	0.00	-
Mrs. Usha Devi Saboo	1	0.00	-
Mrs. Anuradha Saboo	1,147	0.00	-
Mrs. Satvika Saboo	2,001	0.01	-
Saboo Ventures LLP	3,18,559	1.30	-
Vardhan Properties and Investment Private Limited	0	0.00	-
VBL Innovations Private Limited	17,558	0.07	-
Saboo Housing Projects LLP	1	0.00	-
Dream Digital Technology Private Limited	0	0.00	-

b) Shares encumbered with the acquirer	-	-	-
c) VRs otherwise than by shares	-	-	-
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) after acquisition	-	-	-
e) Total (a+b+c+d)	1,36,41,020	55.72	-
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	26 th March, 2024 to 27 th March, 2024		
Equity share capital / total voting capital of the TC before the said acquisition / sale	2,44,80,443 Equity Shares of Rs. 10 each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	2,44,80,443 Equity Shares of Rs. 10 each		
Total diluted share/voting capital of the TC after the said sale	2,44,80,443 Equity Shares of Rs. 10 each		

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) 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 and on behalf of Mahen Distribution Limited

For and on behalf of KDDL Limited

Authorised Signatory

Authorised Signatory

Place: Chandigarh

Date : 29th March, 2024