

December 9, 2016

Mr. Hitesh Kumar Jain
 Company Secretary & Compliance Officer
MPS Ltd.
 RR Tower 4, SuperA, 4th Floor,
 16/17, TVK Industrial Estate,
 Guindy, Chennai,
 Tamil Nadu – 600032
 Tel. No – 044-04449162222
 Fax No – 044-04449162225

Dear Madam,

Sub: Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

In accordance with Regulation 29 (1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we wish to inform you that the aggregate holdings of the below-mentioned schemes of HDFC Mutual Fund in “Prism Cement Ltd.” (the Company) as at the close of the business hours on **November 25, 2016** was **5.31%** of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs. 18,61,69,260/- comprising 1,86,16,926 shares of Rs.10/- each).

Scheme	No. of Shares	% of the paid up share capital
HDFC Equity Savings Fund	10,000	0.05
HDFC Prudence Fund	8,31,129	4.46
HDFC TaxSaver	1,62,918	0.88
Total	10,04,047	5.39

In compliance with Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached details of acquisition in the prescribed format in **Annexure 1** for disclosure to target company and stock exchanges where the shares of the target company are listed.

Kindly acknowledge receipt of the same.

Thanking you,
 Yours faithfully,
 For **HDFC Asset Management Company Limited**

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Dhruti Barot
 Jt. Assistant Vice President - Compliance
 Encl: As above
 CC:

Listing Department National Stock Exchange of India Ltd. Exchange Plaza, Bandra - Kurla Complex, Bandra (E), Mumbai – 400 051. Tel.: 022- 2659 8190, Fax: 022- 2659 8191	Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 023. Fax: 022- 2272 3121	Corporate Office MPS Ltd. C-35, Sector 62, Noida - 201 307, India. Tel No. 91-120-4599754 Fax No. 91-120- 4021 280
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Annexure – 1
Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers)
Regulations, 2011

Part-A – Details of the Acquisition

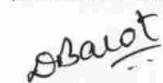
Name of the Target Company (TC)	MPS Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund: HDFC Trustee Company Limited A/c – • HDFC Equity Savings Fund • HDFC Prudence Fund • HDFC TaxSaver		
Whether the acquirer belongs to Promoter/ Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE and BSE		
Details of the acquisition 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 under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	8,91,129	4.79	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	0	0	N.A.
c) Voting rights (VR) otherwise than by equity shares	0	0	N.A.
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)	0	0	N.A.
e) Total (a+b+c+d)	8,91,129	4.79	N.A.
Details of acquisition			
a) Shares carrying voting rights acquired	1,12,918	0.61	N.A.
b) VRs acquired otherwise than by equity shares	0	0	N.A.
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	0	0	N.A.
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	0	0	N.A.
e) Total (a+b+c+-d)	1,12,918	0.61	N.A.
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	10,04,047	5.39	N.A.

acquired			
b) VRs acquired otherwise than by equity shares	0	0	N.A.
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	0	0	N.A.
d) Shares in the nature of encumbrance (pledge/ lien/non- disposal undertaking/ others)	0	0	N.A.
e) Total (a+b+c+d)	10,04,047	5.39	N.A.
Mode of acquisition (e.g. open market / public issue / rights issue /preferential allotment / inter-se transfer/ encumbrance, etc.)	Market Purchase		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.		
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.	December 08, 2016		
Equity share capital / total voting capital of the TC before the said acquisition	1,86,16,926 shares of Rs.10/- each		
Equity share capital/ total voting capital of the TC after the said acquisition	1,86,16,926 shares of Rs.10/- each		
Total diluted share/ voting capital of the TC after the said acquisition	N.A.		

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

For HDFC Asset Management Company Limited

(Investment Manager to the Schemes of HDFC Mutual Fund)



Dhruti Barot

Jt. Assistant Vice President - Compliance

Place: Mumbai

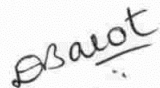
Date: December 09, 2016

Notes:

(*) ~~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~~ Total share capital/ voting capital has been taken as per the latest filing to be done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

(**) 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
(Investment Manager to the Schemes of HDFC Mutual Fund)



Dhruiti Barot
Jt. Assistant Vice President - Compliance

Place: Mumbai
Date: December 09, 2016

Note:

(**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.