



IPAMC/14(III)/21-22
July 15, 2021

To,
National Stock Exchange of India Ltd
Exchange Plaza,
Bandra-Kurla Complex, Bandra(E),
Mumbai - 400 051

Dear Sir,

Sub: Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011

This is to inform you that ICICI Prudential Mutual Fund (the Fund) under its various schemes hold equity shares of Matrimony.com Limited (the Company) (whose shares are listed on your Stock Exchange).

In this regard, kindly note that one of the schemes (ICICI Prudential Technology Fund) of the Fund has done net purchase of 50,000 shares of the Company on July 13, 2021.

As a result of the aforesaid transactions, the shareholding of the Fund has exceeded 5% of the paid-up capital of the Company and stands at 5.04% as on July 13, 2021.

Details of shareholding as on July 13, 2021 is as below:

Name of the scheme	Total share holdings as on July 13, 2021	% of shares/voting rights to total paid up capital of the Company as on July 13, 2021
ICICI Prudential Large & Mid Cap Fund	200,000	0.87%
ICICI Prudential Technology Fund	176,579	0.77%
ICICI Prudential Midcap Fund	268,077	1.17%
ICICI Prudential Smallcap Fund	507,245	2.22%

The objective of the purchase is from an investment perspective and not with the objective of seeking any controlling interest. However, the disclosures in this regard as required under Regulation 29(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.

Thanking you.

Sincerely

For ICICI Prudential Asset Management Company Limited

RAKESH RAMESH
SHETTY

Digitally signed by RAKESH RAMESH SHETTY
DN: cn=RAKESH RAMESH SHETTY, o=ICICI Prudential Asset Management
Company Limited, ou=Asset Management Company,
postalCode=400052, st=Maharashtra,
2.5.4.20=d9973508586e6a66c7d17116d86267067d6
742903c34b7024d8b2f9751ade773,
serialNumber=c572c176d23b7c9cd9d080de15d1848
da4a4d6cbe50f2ce295db6874f22c6be, cn=RAKESH
RAMESH SHETTY
Date: 2021.07.15 16:28:59 +05'30'

Sd/-
Rakesh Shetty
Head – Compliance and Company Secretary
Encl: As above

ICICI Prudential Asset Management Company Limited
Corporate Identity Number: U99999DL1993PLC054135
Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai – 400051.
Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com
Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Mumbai - 400063.
Tel: 022 2685 2000 Fax: 022 26868313
Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001

Disclosure 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)	Matrimony.com Limited		
Name(s) of the acquirer and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited, National Stock Exchange Limited		
Details of the acquisition as follows	Number	% w.r.t. total shares /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	11,01,901	4.82	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
c) Voting rights (VR) otherwise than by equity 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)	--	--	
e) Total (a+b+c+d)	11,01,901	4.82	
Details of acquisition			
a) Shares carrying voting rights acquired	50,000	0.22	
b) VRs acquired 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) acquired	--	--	
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
e) Total (a+b+c+/-d)	50,000	0.22	

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After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	11,51,901	5.04	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others) Shares pledged with the acquirer	--	--	
c) VRs otherwise than by equity 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)	11,51,901	5.04	
(Note: the percentages have been rounded off to the nearest number)			
Mode of acquisition (e.g. open market/public issue/rights issue/preferential allotment/interse transfer/encumbrance, etc.)	Secondary Market		
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.	July 13, 2021		
Equity share capital/total voting capital of the TC before the said acquisition	2,28,72,806		
Equity share capital/total voting capital of the TC after the said acquisition	2,28,72,806		
Total diluted share/voting capital of the TC after the said acquisition	2,28,72,806		

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Part-B***

Name of the Target Company: Matrimony.com Limited

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/ Promoter group	PAN of the acquirer and/ or PACs
ICICI Prudential Mutual Fund	No	AAAAI0038F

**RAKESH
RAMESH
SHETTY**

Digitally signed by RAKESH RAMESH SHETTY
DN: c=IN, o=ICICI Prudential Asset Management
Company Limited, ou=Asset Management
Company, postalCode=400062, st=Maharashtra,
2.5.4.20=d9973508586e8a66c7d17116d8626706
7d5742903c34b0702460829751a8e773,
serialNumber=672c1746335f7c0cd080de15d1
848da4a4d6cbe602ce295db6874f22cb6e,
cn=RAKESH RAMESH SHETTY
Date: 2021.07.15 16:29:31 +05'30'

Sd/-

Rakesh Shetty

Head – Compliance and Company Secretary

Signature of the acquirer / Authorised Signatory

Place: Mumbai

Date: July 15, 2021

Note:

(*) 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.

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

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