

March 13, 2019

Mr. S. Vijayanand,
Company Secretary & Compliance Officer,
Matrimony.Com Ltd.
Tower II, No. 94,
TVH Belicia Towers,
10th Floor, MRC Nagar, Mandaveli,
Chennai, Tamil Nadu - 600028
Tel.: 044-24631500
Fax.: 044-24631777

Dear Sir,

Sub: Regulation 29(2) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("the Regulations")

The aggregate holding of the Scheme(s) of HDFC Mutual Fund in "Matrimony.Com Ltd." ("the company") as on September 19, 2017 was 7.38% of the paid up equity share capital of the Company (paid up equity share capital being Rs. 11,29,73,490/- comprising 2,25,94,698 Equity Shares of Rs. 5/- each).

In accordance with Regulation 29(2) of the Regulations, we wish to inform you that there has been a decrease in the shareholding of the Company by the Scheme(s) of HDFC Mutual Fund as of March 11, 2019 by 8.86% of the paid-up share capital of the Company (paid up equity share capital being Rs. 11,36,46,780/- comprising 2,27,29,356 equity shares of Rs. 5/- each). As on March 11, 2019, the aggregate holding of the Scheme(s) of HDFC Mutual Fund in the Company was NIL.

As per the Regulations please find enclosed the details of change in the shareholding in the prescribed format enclosed as Annexure - "1".

Kindly acknowledge receipt of the same.

Thanking you,

Yours faithfully,
For HDFC Asset Management Company Limited


Dinesh Bhakade
Jt. Assistant Vice President - Compliance



CC:

Listing Department National Stock Exchange of India Limited 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 - 400 001, Fax: 022- 2272 3121
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Annexure-1
Disclosures under Regulation 29(2) of
SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Matrimony.com Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Schemes of HDFC 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 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 disposal under consideration, holding of :			
a) Shares carrying voting rights	16,68,188	7.38	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
Total (a+b+c+d) [paid up equity share capital being Rs. 11,29,73,490/- comprising of 2,25,94,698 Equity Shares of Rs. 5/- each]	16,68,188	7.38	N.A
<u>Details of Acquisition/Sale:</u>			
a) Shares carrying voting rights <u>acquired/sold</u>	16,68,188	7.38	N.A
b) VRs acquired /sold otherwise than by 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) <u>acquired/sold</u>	0	0	N.A
d) Shares encumbered/invoked/released by the acquirer	0	0	N.A
Total (a+b+c+/-d)	16,68,188	7.38	N.A
<u>After the Acquisition/Sale, holding of:</u>			
a) Shares carrying voting rights	0^^	0	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) after acquisition.	0	0	N.A
d) Shares in the nature of encumbrance (pledge/ lien/non- disposal undertaking/ others)	0	0	N.A
Total (a+b+c+d)	0	0	N.A



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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	March 11, 2019
Equity share capital / total voting capital of the TC before the said acquisition/sale	Rs. 11,29,73,490/- comprising 2,25,94,698 equity shares of Rs. 5/- each.
Equity share capital/ total voting capital of the TC after the said acquisition/sale	Rs. 11,36,46,780/- comprising 2,27,29,356 equity shares of Rs. 5/- each.
Total diluted share/voting capital of the TC after the said acquisition/sale	N.A.

^The scheme(s) of HDFC Mutual Fund on March 11, 2019 cumulatively sold 8.86% of the paid-up share capital (i.e. 2,27,29,356 equity shares of Rs. 5/- each) of the Company.

(*) 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 for the Schemes of HDFC Mutual Fund)


 Dinesh Bhakade
 Jt. Assistant Vice President - Compliance

Place: Mumbai
 Date: March 13, 2019

