



IPAMC/8(IV)/21-22

June 18, 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 Bajaj Consumer Care Limited (the Company) (whose shares are listed on your Stock Exchange).

In this regard, kindly note that one of the schemes of ICICI Prudential Mutual Fund (ICICI Prudential Balanced Advantage Fund) has carried out sale of 200,000 shares of the Company on June 16, 2021

As a result, the shareholding of the Fund has decreased by more than 2% as compared to the previous disclosure made on October 16, 2019 for 7.98%.

The disclosure in this regard as required under Regulation 29(2) 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: c=IN, o=ICICI Prudential Asset Management
Company Limited, ou=Asset Management
Company, postalCode=400062, st=Maharashtra,
2.5.4.20=d997350866e6a6c7d17116d862670
67d6742903c34b7024d8b2f9751ade773,
serialNumber=c672c17e623b7c9cdd080de15d
1848da4a4d6cbe60f2ce295db6874f22c66,
cn=RAKESH RAMESH SHETTY
Date: 2021.06.18 17:09:29 +05'30'

Rakesh Shetty
Head – Compliance & 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



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

PART – A – Details of the Sale

Name of the Target Company (TC)	Bajaj Consumer Care Limited		
Name(s) of the acquirer / Seller and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund		
Whether the acquirer / Seller 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 / disposal 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 sale under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	89,55,574	6.07	
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)	89,55,574	6.07	
Details of sale			
a) Shares carrying voting rights sold	200,000	0.14	
b) VRs Sold 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) sold	--	--	
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
e) Total (a+b+c+/-d)	200,000	0.14	

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