

IPAMC/11(IV)/25-26

May 08, 2025

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

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

Dear Sir/Madam,

This is to inform you that ICICI Prudential Mutual Fund (the Fund) under its various schemes holds equity shares of Ethos Ltd. (the company), listed on your stock Exchange.

The Fund under its schemes has carried out net acquisition of 15,295 shares of the Company on May 07, 2025. As a result, the shareholding of the Fund has increased by more than 2% of the paid-up capital of the company as compared to previous disclosure on December 09, 2022 for 5.03%.

It may be further noted that the schemes of the Fund have carried out net acquisition of 5,54,721 shares of the Company from the last filing submitted on December 09, 2022 (for positions held as on December 08, 2022).

The holding by schemes of the Fund are 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(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 Shetty

Chief Compliance Officer & Company Secretary

Encl: As above





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

PART – A – Details of Acquisition

Name of the Target Company (TC)	Ethos Ltd.		
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 acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	11,73,608	5.03	5.03
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)	11,73,608	5.03	5.03
Details of purchase			
a) Shares carrying voting rights acquired.	5,54,721	2.03#	2.03#
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)	5,54,721	2.03#	2.03#



11/2/21

After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	17,28,329	7.06	7.06
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	--
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)	17,28,329	7.06	7.06
(Note: the percentages have been rounded off to the nearest number)			
Mode of purchase (e.g. open market/public issue/rights issue/preferential allotment/inter 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 purchase of/date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the acquirer/seller to receive shares in the TC.	The aforesaid net acquisition was made during the period December 09, 2022 to May 07, 2025		
Equity share capital/total voting capital of the TC before the said acquisition	₹ 23,34,92,330 comprising of 2,33,49,233 shares of face value ₹10/- each		
Equity share capital/total voting capital of the TC after the said acquisition	₹ 24,48,04,430 comprising of 2,44,80,443 shares of face value ₹ 10/- each		
Total diluted share/voting capital of the TC after the said acquisition	₹ 24,48,04,430 comprising of 2,44,80,443 shares of face value ₹10/- each		

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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.

(**) Diluted share/voting capital does not include ESOPs granted and outstanding.

(#) The paid up capital as on May 07, 2025 has increased as compared to paid up capital as on December 08, 2022 and hence the percentage under column "% w.r.t. total shares/voting capital percentage" i.e. 2.03% is calculated as derived figure by taking difference of holding of acquirer before the acquisition under consideration and holding of acquirer after the acquisition.



Rakesh Shetty
Chief Compliance Officer & Company Secretary

Place : Mumbai

Date : May 08, 2025