

ICBK/TCSG:2014-15/425

February 11, 2015

Department of Corporate Services
National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex
Mumbai - 400 051

Dear Sir/Madam,

Sub: Disclosure of shareholding under Regulation 29(2) of SEBI (Substantial acquisition and Shares Takeover) Regulations 2011.

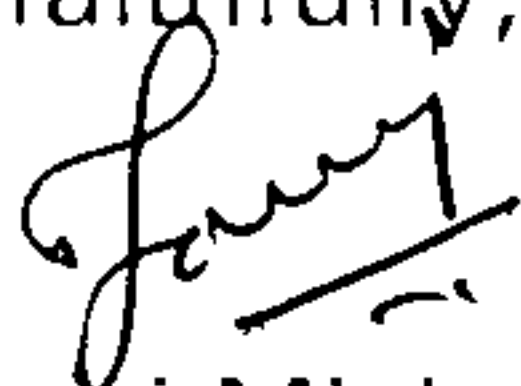
We refer to regulation 29 (2) of the SEBI (Substantial acquisition and Shares Takeover) Regulations 2011 that stipulates disclosure of any change in shareholding (acquisition/disposal) representing two per cent or more of the shares or voting rights in a target company; if the acquirer was cumulatively already holding five per cent or more of the shares or voting rights in such target company.

ICICI Bank Limited (the "Bank") has invoked pledge over 3,20,00,000 shares that account for 15.31% shareholding of Deccan Chronicle Holdings Limited ("DCHL") and acquired those shares on February 9, 2015. The total equity shareholding of the Bank, in DCHL post acquisition stands at 24.90% (5,20,41,376 equity shares).

The percentage holding of the Bank in DCHL (i.e. 24.90%) has been computed by considering total equity share capital comprising of 20,89,72,219 shares at a face value of Rs. 2 per share, as per the latest filing regarding shareholding pattern done by DCHL to stock exchanges for period ended September 30, 2014. The allotment of 6,60,37,735 equity shares by DCHL, disclosed by DCHL to stock exchanges on January 12, 2015 under corporate announcements, has not been taken into consideration as the said allotment is in breach of the interim stay order of the III Senior Civil Judge, City Civil Court, Secunderabad ("City Civil Court") dated March 21, 2014 restraining DCHL, inter alia, from issue of any further share capital whether at a preferential basis or otherwise; which was further extended vide order of the City Civil Court dated October 30, 2014 and is binding on DCHL till date. The Bank has, vide its letter dated January 19, 2015, also intimated the stock exchanges in this regard.

Kindly acknowledge and confirm the receipt of this communication.

Yours faithfully,



Mr. Tanuj Mishra
Chief Manager
Treasury Middle Office Group
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Race Course Circle,
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Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Deccan Chronicle Holdings Limited ("DCHL")		
2. Name(s) of the acquirer/seller and Persons Acting in Concert (PAC) with the acquirer	ICICI Bank Limited		
3. Whether the acquirer/seller belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange and National Stock Exchange		
5. 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 acquisition under consideration, holding of:			
a) Shares carrying voting rights	2,00,41,376	9.59%	9.59%
b) Voting rights (VR) otherwise than by shares	NIL	NIL	NIL
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)	NIL	NIL	NIL
Total (a+b+c)	2,00,41,376	9.59%	9.59%

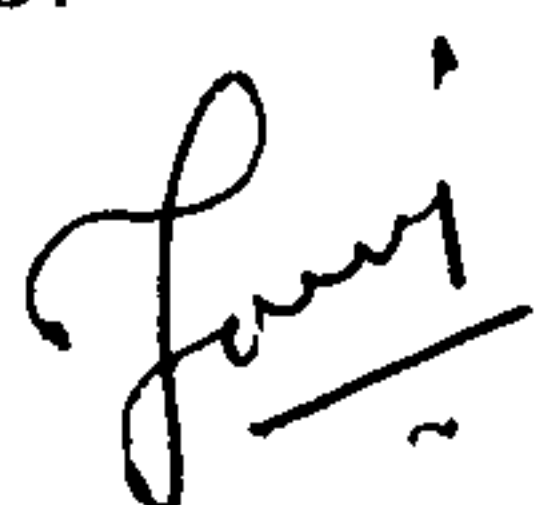
Details of acquisition / sale			
a) Shares carrying voting rights acquired / sold	3,20,00,000	15.31%	15.31%
b) VRs acquired / sold otherwise than by equity shares	NIL	NIL	NIL
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired / sold	NIL	NIL	NIL
Total (a+b+c)	3,20,00,000	15.31%	15.31%
After the sale, holding of:			
a) Shares carrying voting rights	5,20,41,376	24.90%	24.90%
b) VRs otherwise than by equity shares	NIL	NIL	NIL
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	NIL	NIL	NIL
Total (a+b+c)	5,20,41,376	24.90%	24.90%
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	ICICI Bank Limited has acquired these shares upon invocation of pledge		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment/sale of shares, whichever is applicable	February 09, 2015		

8. Equity share capital / total voting capital of the TC before the said acquisition / sale	20,89,72,219 fully paid up Equity Shares of Rs. 2 each
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	20,89,72,219 fully paid up Equity Shares of Rs. 2 each
10. Total diluted share/voting capital of the TC after the said acquisition / sale	20,89,72,219 fully paid up Equity Shares of Rs. 2 each

Note:

(*) The percentage holding of the Bank in DCHL (i.e. 24.90%) has been computed by considering total equity share capital comprising of 20,89,72,219 shares at a face value of Rs. 2 per share, as per the latest filing regarding shareholding pattern done by DCHL to stock exchanges for period ended September 30, 2014. The allotment of 6,60,37,735 equity shares by DCHL, disclosed by DCHL to stock exchanges on January 12, 2015 under corporate announcements, has not been taken into consideration as the said allotment is in breach of the interim stay order of the III Senior Civil Judge, City Civil Court, Secunderabad ("City Civil Court") dated March 21, 2014 restraining DCHL, inter alia, from issue of any further share capital whether at a preferential basis or otherwise; which was further extended vide order of the City Civil Court dated October 30, 2014 and is binding on DCHL till date.

(**) 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.



TANUJ MISHRA

Authorised Signatory

Place: Mumbai

Date: February 11, 2015