

October 7, 2014

Mr. Ankit Singh
Company Secretary & Compliance Officer
Shemaroo Entertainment Ltd
Plot No.18, Shemaroo House,
Off Andheri Kurla Road,
Marol Co-operative Industrial Estate,
Andheri East, Mumbai,
Maharashtra, 400059
Tel No. 022-4031 99 11
Fax No. 4031 9845
Dear Sir,

Sub: Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Regulation 13(1) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

In accordance with Regulation 29 (1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Regulation 13(1) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, we wish to inform you that the holdings of the below-mentioned schemes of HDFC Mutual Fund in "**Shemaroo Entertainment Ltd**" (the Company) as at the close of the business hours on October 1, 2014 was 7.35% of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs. 27,18,22,390 comprising 2,71,82,239 equity shares of Rs.10/- each).

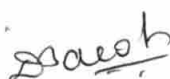
Scheme	No. of Shares	% of the paid up share capital
HDFC Capital Builder Fund	2,94,185	1.08
HDFC Prudence Fund	15,82,300	5.82
HDFC MF Monthly Income Plan - Long Term Plan	1,21,760	0.45
Total	19,98,245.00	7.35

In compliance with Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached details of acquisition in the prescribed format in **Annexure 1** for disclosure to target company and stock exchanges where the shares of the target company are listed.

In compliance with Regulation 13(1) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, please also find attached herewith the prescribed **Form A** giving the details of acquisition of 5% or more shares or voting rights the Company.

Kindly acknowledge receipt of the same.

Thanking you,
Yours faithfully,
For **HDFC Asset Management Company Limited**



Dhruati Barot
Senior Manager - Compliance
Encl: As above
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 - 400 023.
Fax: 022-2272 1919

HDFC Asset Management Company Limited

A Joint Venture with Standard Life Investments

Registered Office : "HUL House", 2nd Floor, H.T. Parekh Marg, 165-166, Backbay Reclamation, Churchgate, Mumbai-400 020

Tel.: 022 - 6631 6333 Fax: 022 - 2204 4304, 6658 0200 Website: www.hdfcfund.com

CIN: U65991MH1999PLC123027