



April 22, 2015

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

Dear Sir

Sub: Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 and SEBI (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 VIP Industries Limited (the Company) (whose shares are listed on your Stock Exchange).

ICICI Prudential Value Fund-Series 6 had purchased 170,967 equity shares of the Company on April 20, 2015. As a result of the said purchase, the shareholding of the Fund has exceeded 5% of the paid-up capital of the Company.

Name of the shareholder	Total share holdings as on April 20, 2015	% of shares/voting rights to total paid up capital of your Company as on April 20, 2015
ICICI Prudential Value Fund-Series 2	1,702,114	1.20
ICICI Prudential Value Fund-Series 5	1,214,474	0.86
ICICI Prudential Growth Fund-Series 2	1,016,965	0.72
ICICI Prudential Dividend Yield Equity Fund	707,396	0.50
ICICI Prudential Value Fund-Series 4	704,342	0.50
ICICI Prudential FMCG Fund	603,589	0.43
ICICI Prudential Value Fund-Series 6	476,367	0.34
ICICI Prudential Growth Fund-Series 4	444,502	0.31
ICICI Prudential R.I.G.H.T. (Rewards of investing & generation of healthy tax savings) Fund	125,462	0.09
ICICI Prudential Monthly Income Plan	113,500	0.08
ICICI Prudential Child Care Plan (Study)	20,549	0.01
Total	7,129,260	5.04



ICICI Prudential Asset Management Company Limited
Corporate Identity Number: U99999DL1993PLC054135
Corporate Office: 3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (E), Mumbai - 400051. Tel: 022 2642 8000 Fax: 022 2655 4165 , 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



The objective of the purchase is 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(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Regulation 13(1) of SEBI (Prohibition of Insider Trading) Regulations, 1992, are enclosed herewith.

Thanking you

Sincerely

For ICICI Prudential Asset Management Company Limited

R. R. Shetty

Rakesh Shetty
Company Secretary



Encl: as above



Format for Disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

PART – A – Details of the Acquisition

Name of the Target Company (TC)	V.I.P INDUSTRIES LIMITED.		
Name(s) of the acquirer and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund (the Fund) under its various schemes		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange, National Stock Exchange		
Details of the acquisition 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:	6,958,293	4.92	
a) Shares carrying voting rights			
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)	6,958,293	4.92	
Details of acquisition			
a) Shares carrying voting rights acquired	170,967	0.12	
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	--	--	

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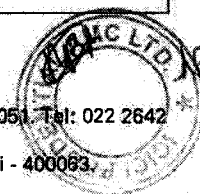
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8000 Fax: 022 2655 4165, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com

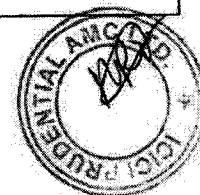
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encumbrance (pledge/lien/non-disposal undertaking/others)			
e) Total (a+b+c+/-d)	170,967	0.12	
After the acquisition, holding of acquirer along with PACs of:			
a) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others) Shares pledged with the acquirer	--	--	
b) VRs 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) after acquisition	7,129,260	5.04	
d) Total (a+b+c)	7,129,260	5.04	
Mode of acquisition (e.g. open market/public issue/rights issue/preferential allotment/interse 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 acquisition of/date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	April 20,2015		
Equity share capital/total voting capital of the TC before the said acquisition	141,317,315		
Equity share capital/total voting capital of the TC after the said acquisition	141,317,315		
Total diluted share/voting capital of the TC after the said acquisition	141,317,315		



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