

IPAMC/20(I)/22-23

December 09, 2022

To, Ethos Limited, S.C.O. 88-89, Sector 8-C, Madhya Marg, Chandigarh– 160009

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 your Company.

In this regard, kindly note that the schemes of the Fund have done acquisition of 10,000 shares of your company on December 08, 2022. As a result, the shareholding of the Fund has exceeded 5% of the paid-up capital of your company.

Details of shareholding as on December 08, 2022 is as below:

Name of the Scheme	Total share holding as on December 08, 2022	% of shares/voting rights to total paid up capital as on December 08, 2022
ICICI Prudential Long Term Wealth Enhancement Fund	12,735	0.05
ICICI Prudential Flexicap Fund	11,60,873	4.97
Total	11,73,608	5.03







Tel: 022 2685 2000 Fax: 022 26868313



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(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.

Please let us know if any disclosure is required under SEBI (Prohibition of Insider Trading) Regulations, 2015. If you require any further information, please feel free to contact us.

Thanking you.

Sincerely
For ICICI Prudential Asset Management Company Limited

Prashant Bhola
Authorized Signatory.

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(s) of the acquirer/Seller and Person Acting in Concert (PAC) with the acquirer with the acquirer seller belongs to Promoter/Promoter group Name(s) of the Stock Exchange(s) where the shares of TC are Listed Details of the acquisition/disposal as follows Before the acquisition under consideration, holding of acquirer along with PACs of: a) Shares arrying 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 acquired of a Shares carrying voting rights acquired. 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 acquired. 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) 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) 10,000 0.04 0.04 0.04 0.04 0.05 0.05 0.06 0.07 0.07 0.09 0.09 0.09 0.09 0.09 0.09	Name of the Target Company (TC)	Ethos Limited		
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disposal undertaking/others)	d) Shares in the nature of	**		
	encumbrance (pledge/lien/non-			
e) Total (a+b+c+d) 10,000 0.04 0.04	disposal undertaking/others)			
	e) Total (a+b+c+d)	10,000	0.04	0.04





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



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After the acquisition, 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)	. -		
Shares pledged with the acquirer 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)	11,73,608	5.03	5.03
(Note: the percentages have been rounded off to the nearest number) Mode of purchase (e.g. open	*		
market/public issue/rights issue/preferential allotment/inters 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.	December 08, 2022		
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	₹ 23,34,92,330 comprising of 2,33,49,233 shares of face value 10/- each		
Total diluted share/voting capital of the TC after the said acquisition	₹ 23,34,92,330 comprising of 2,33,49,233 shares of face value 10/- each		
To alter the said acquisition	value 10/ cuon		











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.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

Signature of the acquirer/seller/Authorised Signatory

Place: Mumbai

Date: December 09, 2022