



Bennett, Coleman & Co. Ltd.

Registered Office: The Times of India Building, Dr. D. N. Road, Mumbai 400001

Tel.: 022-6635 3535

Corporate Identity No: U22120MH1913PLC000391

14th October, 2021

The Manager (Corporate Relationship)

BSE Limited,

Phiroze Jeejeebhoy Towers

Dalal Street

Mumbai- 400001

The Manager (Corporate Relationship)

National Stock Exchange of India Limited,

Plot no. C/1, G Block,

Bandra-Kurla Complex,

BKC Rd, Bandra East,

Mumbai – 400 051

Praxis Home Retail Limited [Target Company]

iThink Techno Campus, Jolly Board Tower D,

Ground Floor, Kanjurmarg (East),

Mumbai 400042

Ref: Praxis Home Retail Limited (PRAXIS | 540901 | INE546Y01022)

Dear Sir/ Madam,

Sub: Disclosure pursuant to Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We are enclosing herewith a disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, with respect to change in shareholding of Acquirer / PAC in Praxis Home Retail Limited.

Kindly take the above on record and acknowledge the receipt.

For Bennett, Coleman & Company Limited

Kausik Nath

Company Secretary

Encl: as above

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

1. Name of the Target Company (TC)	Praxis Home Retail Limited (PRAXIS 540901 INE546Y01022)		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	1. Bennett, Coleman & Company Limited (BCCL) 2. Brand Equity Treaties Limited (BETL)# 3. Vardhaman Publishers Limited 4. Dharmayug Investments Limited <i>#BETL got merged with BCCL effective 10th September, 2020.</i>		
3. Whether the acquirer belongs to Promoter/ Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock Exchange of India Limited		
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 (**)
<u>Before the acquisition under consideration, holding of:</u>			
a) Shares carrying voting rights [Refer Note-1]	24,73,861	7.80%	7.80%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	Nil	Nil	Nil
c) Voting rights (VR) otherwise than by shares	Nil	Nil	Nil
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)	Nil	Nil	Nil

e) Total (a+b+c+d) [Refer Note-1]	24,73,861	7.80%	7.80%
<u>Details of acquisition/sale</u>			
a. i. Shares carrying voting rights acquired	Nil	Nil	Nil
ii. Shares carrying voting rights sold	1,60,000	0.50%	0.50%
b. VRs acquired/sold 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) acquired/ sold	Nil	Nil	Nil
d. Shares encumbered/ invoked/ released by the acquirer	Nil	Nil	Nil
e) Total (a+b+c+d)	1,60,000	0.50%	0.50%
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights [Refer Note-2]	23,13,861	3.07%	3.07%
b) Shares encumbered with the acquirer	Nil	Nil	Nil
c) VRs otherwise than by shares	Nil	Nil	Nil
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	Nil	Nil	Nil
e) Total (a+b+c+d) [Refer Note-2]	23,13,861	3.07%	3.07%
6. Mode of acquisition/sale (e.g. open market /off-market/ public issue / rights issue /preferential allotment / inter-se transfer etc.)	Mode of sale of 1,60,000 equity shares : Open Market.		

	Further, the Acquirer / PAC sold their rights entitlement in the open market and off market mode, in tranches pursuant to the rights issue by the TC prior to allotment of equity shares (on account of the said rights issue) on 12 th October, 2021.
7. Date of acquisition/ sale of shares/ VR or date of receipt of intimation of allotment of shares, whichever is applicable	The above 1,60,000 equity shares were sold on 17 th May, 2018. Further, the rights entitlements were sold in open market and off market mode in tranches prior to allotment of shares on 12 th October, 2021 as mentioned above.
8. Equity share capital / total voting capital of the TC before the said acquisition/sale	3,17,08,679 equity shares of Rs. 5/- each as per the paid-up share capital of the Company as on 30 September 2021, as disclosed by the TC to the stock exchanges.
9. Equity share capital/ total voting capital of the TC after the said acquisition/sale	7,53,08,112 equity shares of Rs. 5/- each as per the paid-up share capital of the Company as on 12 th October, 2021, as disclosed by the TC to the stock exchanges.
10. Total diluted share/voting capital of the TC after the said acquisition	7,53,08,112 equity shares of Rs. 5/- each as per the paid-up share capital of the Company as on 12 th October, 2021, as disclosed by the TC to the stock exchanges.

Note – 1

<u>Particulars of shareholding of persons</u>	Number of Shares	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
(i) Bennett, Coleman & Company Limited	11,55,737	3.64%	3.64%
(ii) Brand Equity Treaties Limited [Merged with BCCL effective from 10 th September, 2021]	11,89,999	3.75%	3.75%
(iii) Vardhaman Publishers Limited	71,875	0.23%	0.23%
(iv) Dharmayug Investments Limited	56,250	0.18%	0.18%
Total	24,73,861	7.80%	7.80%

Percentage holding of the Acquirer/ PAC as per the above table in Note 1, is derived based on the paid up share capital of the TC as on 30 September 2021

Note – 2

<u>Particulars of shareholding of persons</u>	Number of Shares	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
(i) Bennett, Coleman & Company Limited	11,55,737	1.53%	1.53%
(ii) Brand Equity Treaties Limited [Merged with BCCL effective from 10 th September, 2021]^	10,29,999	1.37%	1.37%
(iii) Vardhaman Publishers Limited	71,875	0.10%	0.10%
(iv) Dharmayug Investments Limited	56,250	0.07%	0.07%
Total	23,13,861	3.07%	3.07%

^1,60,000 Equity Shares were sold by Brand Equity Treaties Limited on 17th May, 2018.

Percentage holding of the Acquirer/ PAC as per the above table in Note 2, is derived based on the paid up share capital of the TC as on 12 October 2021



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Note-3: The change in shareholding of the Acquirer / PAC in the TC is due to the sale of 1,60,000 equity shares as mentioned above and due to the increase in paid up share capital of the TC on allotment of shares made on 12th October, 2021, pursuant to the rights issue.

Other Notes:

(*) Total share capital/ voting capital is taken as per the filing done by the company to the Stock Exchange as per SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, as on 30 September 2021 (applicable to details of Pre-acquisition holding and details of sale as per the table above) and as on 12th October, 2021 (applicable to details of after-acquisition holding figure as per the table above) as disclosed to stock exchanges by the TC .

(**) 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.

For **Bennett, Coleman & Company Limited**

Place: Mumbai

Date: 14th October 2021

Kausik Nath

Company Secretary