



IPAMC/23(III)/19-20

October 16, 2019

To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai – 400 001

Dear Sir

Sub: Securities and Exchange Board of India (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 Bajaj Consumer Care Limited (the Company) (whose shares are listed on your Stock Exchange).

As a result of the following purchases, the shareholding of the fund has exceeded 5% of the paid-up capital of the Company.

Name of the scheme	Quantity
ICICI Prudential Value Fund - Series 17	50,556
ICICI Prudential Dividend Yield Equity Fund	67,407
ICICI Prudential Value Fund - Series 16	117,963
ICICI Prudential Bharat Consumption Fund - Series 1	168,519
ICICI PRUDENTIAL FMCG FUND	223,333
ICICI Prudential Midcap Fund	438,148
ICICI Prudential Long Term Equity Fund (Tax Savings)	661,853
ICICI PRUDENTIAL SMALLCAP FUND	800,000
ICICI PRUDENTIAL LARGE & MID CAP FUND	910,000
ICICI PRUDENTIAL INDIA OPPORTUNITIES FUND	1,011,110
ICICI PRUDENTIAL MULTICAP FUND	1,011,111

Details of shareholding as on October 15, 2019 as below:

Name of the shareholder	Total share holdings as on October 15, 2019	% of shares/voting rights to total paid up capital of your Company as on October 15, 2019
ICICI PRUDENTIAL MULTICAP FUND	1,478,100	1.00
ICICI PRUDENTIAL LARGE & MID CAP FUND	1,310,000	0.89
ICICI PRUDENTIAL FMCG FUND	629,062	0.43
ICICI Prudential Long Term Equity Fund (Tax Savings)	1,948,109	1.32
ICICI PRUDENTIAL CHILD CARE PLAN-GIFT PLAN	260,055	0.18
ICICI Prudential Midcap Fund	982,508	0.67
ICICI Prudential Balanced Advantage Fund	1,608,165	1.09

ICICI Prudential Asset Management Company Limited  
Corporate Identity Number: U99999DL1993PLC054135  
Corporate Office: One BKC 13<sup>th</sup> 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 – 400053.  
Tel: 022 2685 2000 Fax: 022 26868313  
Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001





ICICI PRUDENTIAL SMALLCAP FUND	1,059,584	0.72
ICICI Prudential Dividend Yield Equity Fund	179,191	0.12
ICICI Prudential Growth Fund - Series 3	17,365	0.01
ICICI Prudential Value Fund - Series 13	218,286	0.15
ICICI Prudential Value Fund - Series 14	218,201	0.15
ICICI Prudential Value Fund - Series 16	208,000	0.14
ICICI Prudential Value Fund - Series 17	87,812	0.06
ICICI Prudential Bharat Consumption Fund - Series 1	382,915	0.26
ICICI Prudential S&P BSE 500 ETF	422	0.00
ICICI Prudential Bharat Consumption Fund - Series 3	109,444	0.07
ICICI Prudential Bharat Consumption Fund Series 5	62,762	0.04
ICICI PRUDENTIAL INDIA OPPORTUNITIES FUND	1,011,110	0.69

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 is enclosed herewith.

Thanking you  
Sincerely  
For ICICI Prudential Asset Management Company Limited

  
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)	Bajaj Consumer Care Limited		
Name(s) of the acquirer and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund		
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:			
a) -+Shares carrying voting rights	6,311,091	4.28	
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)	6,311,091	4.28	
Details of acquisition			
a) Shares carrying voting rights acquired	5,460,000	3.70	
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 encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
e) Total (a+b+c+/-d)	5,460,000	3.70	



After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	11,771,091	7.98	
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)	11,771,091	7.98	
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.	October 15, 2019		
Equity share capital/total voting capital of the TC before the said acquisition	147,534,346		
Equity share capital/total voting capital of the TC after the said acquisition	147,534,346		
Total diluted share/voting capital of the TC after the said acquisition	147,534,346		

