

November 12, 2021

Mr. Kishore Kunal
Company Secretary & Compliance Officer
KEI industries Limited
D-90, Okhla Industrial Area, Phase 1
New Delhi, Delhi – 110020
Tel. No. - 011-26818840
Fax No. - 011-26811959

Dear Sir,

Sub: Regulation 29(2) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We refer to our letter dated August 14, 2019 wherein we had mentioned that as on August 13, 2019, the aggregate holding of the Schemes of HDFC Mutual Fund in “**KEI Industries Limited**” (“The Company”) was **5.02%** of the paid up equity share capital of the Company (*Paid up Equity Share Capital being Rs. 15,78,50,876/- comprising 7,89,25,438 Equity Shares of Rs. 2/- each*).

The details of the transaction on November 10, 2021 (trigger date) is as under:

Sr. No.	Name of the Scheme	No. of Shares	Transaction type
1	HDFC Small Cap Fund	5,00,000	Sale

As a result of the aforesaid transaction the shareholding of the Fund has **decreased** by **2.05%** as compared to the previous disclosure made vide letter dated August 14, 2019.

Accordingly as on November 10, 2021 the aggregate holding of the Schemes of HDFC Mutual Fund in the Company is **2.97%** of the paid up equity share capital of the Company (*Paid up Equity Share Capital being Rs. 180,210,876/- comprising 90,105,438 Equity Shares of Rs. 2/- each*).

As per Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find enclosed the details of change in the shareholding in the prescribed format enclosed as **Annexure 1**.

Kindly acknowledge receipt of the same.

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



Dinesh Bhakade
Assistant Vice President - Compliance

Encl: As above

CC:

Listing Department National Stock Exchange of India Ltd. 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 – 400 001. Fax: 022- 2272 3121
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HDFC Asset Management Company Limited

A Joint Venture with Standard Life Investments
CIN: L65991MH1999PLC123027

Registered Office : “HDFC House”, 2nd Floor, H.T. Parekh Marg, 165-166, Backbay Reclamation, Churchgate, Mumbai-400 020
Tel.: 022 - 6631 6333 Fax: 022 - 6658 0203 Website: www.hdfcfund.com

Annexure-1

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

Name of the Target Company (TC)	KEI Industries Limited		
Name(s) of the Acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund: HDFC Trustee Company Limited A/c – HDFC Retirement Savings Fund - Equity Plan HDFC Small Cap Fund		
Whether the Acquirer belongs to Promoter/ Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock Exchange of India Limited		
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 (**)
Before the Acquisition/Sale under consideration, holding of :			
a) Shares carrying voting rights	31,74,057	3.52	N.A
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	0	0	N.A
c) Voting rights (VR) otherwise than by shares	0	0	N.A
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)	0	0	N.A
e) Total (a+b+c+d)	31,74,057	3.52 \$	N.A
\$ (% of holding prior to date of trigger i.e November 10, 2021) <i>(last disclosure of 5.02% holding as on August 13, 2019 reported vide letter dated August 14, 2019 based on the Paid up Equity Share Capital being Rs. 15,78,50,876/- comprising 7,89,25,438 Equity Shares of Rs. 2/- each)</i>			
Details of Acquisition/Sale:			
a) Shares carrying voting rights <u>acquired/sold</u>	5,00,000	0.55	N.A
b) VRs acquired /sold otherwise than by shares	0	0	N.A
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) <u>acquired/sold</u>	0	0	N.A
d) Shares encumbered/invoked/released by the acquirer	0	0	N.A
e) Total (a+b+c+/-d)	5,00,000	0.55	N.A
After the Acquisition/Sale, holding of:			

Annexure-1

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

a) Shares carrying voting rights	26,74,057	2.97	N.A
b) Shares encumbered with the acquirer	0	0	N.A
c) VRs otherwise than by shares	0	0	N.A
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.	0	0	N.A
e) Total (a+b+c+d)	26,74,057	2.97	N.A
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	November 10, 2021		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 18,02,10,876/- comprising 9,01,05,438 Equity Shares of Rs. 2/- each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 18,02,10,876/- comprising 9,01,05,438 Equity Shares of Rs. 2/- each		
Total diluted share/voting capital of the TC after the said acquisition / sale	N.A.		

Note: Percentages given above are rounded off to two decimal places

(*) Total share capital/ voting capital has been 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.

For **HDFC Asset Management Company Limited**
(Investment Manager for the Schemes of HDFC Mutual Fund)



Dinesh Bhakade
Assistant Vice President - Compliance

Place: Mumbai
Date: November 12, 2021