

May 05, 2021

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai- 400001  
India

Phones : 91-22-22721233/4, 91-22-66545695 (Hunting)

Attention:  
Mr.Sanjay Golecha

Dear Sir

I am writing to notify that accounts managed or advised by Aberdeen Standard Investments (Asia) Limited now hold a total of 1,387,003 shares in Affle India Ltd across all mandates, equivalent to 5.4400% of the company's issued shares.

Enclosed herewith is the appropriate form pursuant to Regulations 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations for your attention.

Yours sincerely

For and on behalf of  
Aberdeen Standard Investments (Asia) Limited



Sean Ng  
Operations  
enc.



भारतीय प्रतिभूति और विनियम बोर्ड  
Securities and Exchange Board of India

Annexure-A

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

1. Name of the Target company (TC)	Affle India Ltd		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Aberdeen Standard Investments (Asia) Limited, on behalf of funds advised / managed and its related companies within the Group		
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 Ltd National Stock Exchange of India Ltd		
5. Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC	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	1,141,864	4.4785	4.4785
b) Voting rights (VR) 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)	-	-	-
Total (a+b+c)	1,141,864	4.4785%	4.4785%
<u>Details of acquisition</u>			



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a) Shares carrying voting rights acquired	245,139	0.9615	0.9615
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	-	-	-
Total (a+b+c)	245,139	0.9615%	0.9615%
<u>After the acquisition, holding of:</u>			
a) Shares carrying voting rights	1,387,003	5.4400	5.4400
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	-	-	-
Total (a+b+c)	1,387,003	5.4400%	5.4400%
6. Mode of acquisition (e.g. open market/ public issue/ rights issue/ preferential allotment/ inter-se transfer, etc.).	Qualified Institutional Placement		
7. 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.	May 04, 2021		
8. Equity share capital/ total voting capital of the TC before the said acquisition.	Rs. 254,963,670 (based on par value of Rs Please fill in Par Value of Rs 10 and total issued shares of 25,496,367)		
9. Equity share capital/ total voting capital of the TC after the said	Rs. 254,963,670 (based on par value of Rs Please fill in Par Value of Rs 10 and total issued shares of 25,496,367)		





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acquisition.	
10. Total diluted share/ voting capital of the TC after the said acquisition.	25,496,367

**Note:**

(\*) 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.

Signature of the acquirer / Authorised Signatory

Sean Ng

For and on behalf of Aberdeen Standard Investments (Asia) Limited

Place : Singapore

Date : 05 May, 2021

ANNEXURE TO FORM 29(1) DATED 2021-05-04

Holder of Relevant Interest	Permanent account number (PAN)	Registered holder securities	Persons entitled to be registered holder	Number of securities
Aberdeen International Smaller Companies Fund, a series of the Aberdeen Institutional Commingled Funds, LLC	AALCA59D6D	State Street Bank & Trust - United States	Aberdeen International Smaller Companies Fund, a series of the Aberdeen Institutional Commingled Funds, LLC	12,630
Aberdeen Emerging Markets Smaller Companies Fund	AACTA0815F	State Street Bank & Trust - United States	Aberdeen Emerging Markets Smaller Companies Fund	32,240
Aberdeen Standard SICAV I - World Smaller Companies Fund	APCA69161Q	BNP Paribas Securities Services - Luxembourg	Aberdeen Standard SICAV I - World Smaller Companies Fund	12,328
Aberdeen Standard SICAV I - Emerging Markets Smaller Companies Fund	AAGCA0785P	BNP Paribas Securities Services - Luxembourg	Aberdeen Standard SICAV I - Emerging Markets Smaller Companies Fund	63,180
Aberdeen Standard SICAV I - Asian Smaller Companies Fund	AAFCA9270L	BNP Paribas Securities Services - Luxembourg	Aberdeen Standard SICAV I - Asian Smaller Companies Fund	166,851
Aberdeen Standard SICAV I - Global Innovation Equity Fund	AAFA0203M	BNP Paribas Securities Services - Luxembourg	Aberdeen Standard SICAV I - Global Innovation Equity Fund	85,236
Aberdeen New India Investment Trust PLC	AAACN4928M	BNP Paribas Securities Services - United Kingdom	Aberdeen New India Investment Trust PLC	144,342
Aberdeen Standard Asia Focus PLC	AAACA7241C	BNP Paribas Securities Services - United Kingdom	Aberdeen Standard Asia Focus PLC	434,297
Standard Life Aberdeen plc Segregated Fund	AACAD8402C AAAT13067R AABTM7203J AACAD8401B	RBC Investor Services Bank S.A. - Luxembourg Danske Bank - Denmark Skandinaviska Enskilda Banken - Finland RBC Dexia Investor Services Limited - Luxembourg	Standard Life Aberdeen plc Segregated Fund	39,719
The India Fund, Inc.	AABCA0836G	State Street Bank & Trust - United States	The India Fund, Inc.	168,593
Aberdeen International Small Cap Fund	AAACC0118J	State Street Bank & Trust - United States	Aberdeen International Small Cap Fund	56,537
Aberdeen Standard SICAV I - Indian Equity Fund	AABCP2263L	BNP Paribas Securities Services - Luxembourg	Aberdeen Standard SICAV I - Indian Equity Fund	171,050