



IPAMC/8(III)/21-22

June 18, 2021

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).

In this regard, kindly note that one of the schemes of ICICI Prudential Mutual Fund (ICICI Prudential Balanced Advantage Fund) has carried out sale of 200,000 shares of the Company on June 16, 2021

As a result, the shareholding of the Fund has decreased by more than 2% as compared to the previous disclosure made on October 16, 2019 for 7.98%.

The disclosure in this regard as required under Regulation 29(2) 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**  
**Head – Compliance & Company Secretary**

Encl: As above



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

PART – A – Details of the Sale

Name of the Target Company (TC)	Bajaj Consumer Care Limited		
Name(s) of the acquirer / Seller and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund		
Whether the acquirer / Seller 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 Limited		
Details of the acquisition / disposal 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 sale under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	89,55,574	6.07	
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)	89,55,574	6.07	
Details of sale			
a) Shares carrying voting rights sold	200,000	0.14	
b) VRs Sold 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) sold	--	--	
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
e) Total (a+b+c+/-d)	200,000	0.14	

**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 - 400063.

Tel: 022 2685 2000 Fax: 022 26868313

**Registered Office:** 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001



After the sale, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	87,55,574	5.93	
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)	87,55,574	5.93	
(Note: the percentages have been rounded off to the nearest number)			
Mode of acquisition / sale (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 sale 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.	June 16, 2021		
Equity share capital/total voting capital of the TC before the said sale	14,75,40,159		
Equity share capital/total voting capital of the TC after the said sale	14,75,40,159		
Total diluted share/voting capital of the TC after the said sale	14,75,40,159		
<i>Note.—</i>			
(*) 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.			
Signature of the acquirer/seller/Authorised Signatory			
Place : Mumbai		Date : June 18, 2021	

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