

March 20, 2019

DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort Mumbai 400 023 Fax No.2272 3121/2037/2039 Stock Code: 533229	National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, 'G'Block Bandra- Kurla Complex Bandra East Mumbai 400 051 Fax No.2659 8237/8238 Stock Code: BAJAJCON
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Dear Sir/Madam,

Sub: Disclosure under Regulation 31 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Pursuant to the Regulation 31 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (SAST), we enclosed herewith disclosure with regard to pledge of 17,000 shares on March 18, 2019 of Bajaj Consumer Care Limited made by the Company.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

Yours faithfully,

For Bajaj Resources Limited



Suresh Maheshwari

Director

DIN: 00009598

Encl:

2) Disclosure under SAST

c.c. **The Company Secretary**

Bajaj Consumer Care Limited

Old Station Road

Udaipur 313 001

Disclosure by Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares/invocation of encumbrance / release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of Target Company(TC) :					Bajaj Consumer Care Limited								
Name of the Stock Exchanges where the shares of the target company are listed					1. National Stock Exchange of India Limited 2. BSE Limited								
Date of reporting					20.03.2019								
Name of promoter or PAC on whose shares encumbrance has been Created/released/invoked					Bajaj Resources Limited								
Details of the creation of encumbrance:													
Name of the promoter(s) or PAC with him(*)	Promoter holding in the target Company (1)		Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)							Post event holding of encumbered shares [creation[({2+3})] / release [(2-3)] / invocation[(((1)-(3))]]	
	Number	% of total share capital	Number	% of total share capital	Type of Event (creation/ release/ invocation)	Date of Creation/ Release/ Invocation of encumbrance	Type of Encumbrance (pledge/lien/ Non-disposal undertaking/ others)	Reasons for encumbrance**	Number	% of Share Capital	Name of the entity In whose Favour Shares Encumbered***	Number	% of total share capital
Bajaj Resources Ltd	8,83,75,000	59.91	6,22,35,600	42.19	Creation	18.03.2019	Pledge	Third Party Pledge	17,000	0.01	Axis Finance Limited	6,22,52,600	42.20
KNB Enterprises LLP	75,000	0.05	0	0.00	-	-	-	-	-	-	-	0	0.00
SKB Roop Commercial LLP	75,000	0.05	0	0.00	-	-	-	-	-	-	-	0	0.00

For and on behalf of **Bajaj Resources Limited**



Suresh Maheshwari
Director
DIN: 00009598

Place: Mumbai
Date : 20.03.2019

*The names of all the promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

**For example, for the purpose of collateral for loans taken by the company, personal borrowing, third party pledge, etc.

***This would include name of both the lender and the trustee who may hold shares directly or on behalf of the lender.