

October 01, 2019

**Mr. Jagdeep Singh**  
Company Secretary & Compliance officer  
**S Chand & Company Limited**  
A-27, 2nd floor,  
Mohan Co-operative Industrial Estate,  
New Delhi, Delhi - 110044  
Tel.: 011- 66672000  
Fax.: 011- 23677446

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 October 25, 2017 wherein we had mentioned that as on October 23, 2017, the aggregate holding of the Schemes of HDFC Mutual Fund in "S Chand and Company Ltd." ("The Company") was 6.52% of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs. 174,195,860/- comprising 34,839,172 Equity Shares of Rs. 5/- each).

Further, in accordance with the captioned regulation and other applicable laws / regulations, if any, we wish to inform you that there has been a **decrease** in the shareholding of the Company by the Schemes of HDFC Mutual Fund by 3.78% as of September 27, 2019. As on September 27, 2019 the aggregate holding of the Schemes of HDFC Mutual Fund in the Company is 2.74% of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs. 174,876,435/- comprising 34,975,287 Equity Shares of Rs. 5/- 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:

<b>Listing Department</b> <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Bandra - Kurla Complex Bandra (E), Mumbai - 400 051. Tel.: 022- 2659 8190 Fax: 022- 2659 8191	<b>Listing Department</b> <b>BSE Limited</b> 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 - 2204 4304, 6658 0200 Website: www.hdfcfund.com

## Annexure-1

**HDFC**  
**MUTUAL FUND**  
BHAROSA APNO KA

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

Name of the Target Company (TC)	S Chand and Company Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund: HDFC Trustee Company Limited A/c –  HDFC Balanced Advantage Fund HDFC Equity Savings 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 (**)
<b>Before the sale under consideration, holding of :</b>			
a) Shares carrying voting rights	2,270,978	6.52	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 equity 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
<b>Total (a+b+c+d) (Share Capital - Rs. 174,195,860/- comprising 34,839,172 Equity Shares of Rs. 5/- each).</b>	<b>2,270,978</b>	<b>6.52</b>	<b>N.A</b>
<b>Details of Acquisition/Sale:</b>			
a) Shares carrying voting rights <u>acquired/sold</u>	1,312,159	3.78	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
<b>Total (a+b+c+/-d)</b>	<b>1,312,159</b>	<b>3.78</b>	<b>N.A</b>
<b>After the Acquisition/Sale, holding of:</b>			
a) Shares carrying voting rights	958,819	2.74	N.A
b) VRs acquired otherwise than by equity 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>after acquisition.</u>	0	0	N.A
d) Shares in the nature of encumbrance (pledge/ lien/non- disposal undertaking/ others)	0	0	N.A
<b>Total (a+b+c+d) (Share Capital - Rs. 174,876,435/- comprising 34,975,287 equity shares of Rs. 5/- each).</b>	<b>958,819</b>	<b>2.74</b>	<b>N.A</b>



Annexure-1

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SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011



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	September 27, 2019
Equity share capital / total voting capital of the TC before the said acquisition/sale	Rs. 174,195,860/- comprising 34,839,172 Equity Shares of Rs. 5/- each
Equity share capital/ total voting capital of the TC after the said acquisition/sale	Rs. 174,876,435/- comprising 34,975,287 equity shares of Rs. 5/- 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 to be done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

(\*\*) 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**  
AVP - Compliance

Place: Mumbai  
Date: October 01, 2019

