



May 26, 2023

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001
India

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Attention:
Mr. Sanjay Golecha

Dear Sir/Mdm,

I am writing to notify that accounts managed or advised by abrdn Asia Limited and its group now hold a total of 4,393,322 shares in Affle (India) Limited across all mandates, equivalent to 3.2970% of the company's issued shares.

Enclosed herewith is the appropriate form pursuant to Regulations 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations for your attention.

Yours sincerely

For and on behalf of
abrdn Asia Limited

Yoshihiro Haraguchi
Operations
enc.

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abrdn Asia Limited, Registration Number 199105448E

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

Name of the Target company (TC)	Affle (India) Ltd		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	abrln Asia Limited, on behalf of funds advised / managed and its related companies within the group abrln Asia Limited was formerly known as Aberdeen Standard Investments (Asia) Limited		
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 Ltd		
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 under consideration, holding of:			
a) Shares carrying voting rights	4,760,176	3.5723	3.5723
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	-	-	-
c) Voting rights (VR) otherwise than by 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)	4,760,176	3.5723	3.5723
Details of acquisition/sale			

a) Shares carrying voting rights acquired/sold	-366,854	-0.2753	-0.2753
b) VRs acquired/sold otherwise than by 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/sold	-	-	-
d) Shares encumbered / invoked/released by the acquirer	-	-	-
e) Total (a+b+c+/-d)	-366,854	-0.2753	-0.2753
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	4,393,322	3.2970	3.2970
b) Shares encumbered with the acquirer	-	-	-
c) VRs otherwise than by 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)	4,393,322	3.2970	3.2970
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open market sale		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	May 24, 2023		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 266,502,120 (based on par value of Rs 2 and total issued shares of 133,251,060)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 266,502,120 (based total issued shares of 133,251,060)		
Total diluted share/voting capital of the TC after the said acquisition	133,251,060		

(*) 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



Yoshihiro Haraguchi

For and on behalf of abrdn Asia Limited

Place : Singapore

Date : May 26, 2023

ANNEXURE TO FORM 29(2) DATED 2023-05-24

Holder of Relevant Interest	Permanent account number (PAN)	Registered holder securities	Persons entitled to be registered holder	Number of securities
abrdn plc Segregated Funds	AAATI3067R FINRDC0003 AACAD8401B AABTM7203J	JP Morgan Chase & Co - Luxembourg RBC Investor Services Bank S.A. RBC Dexia Investor Services Limited - Luxembourg Skandinaviska Enskilda Banken - Finland	abrdn plc Segregated Funds	118,074
Asian Smaller Companies Fund	AAFCA9270L	BNP Paribas Securities Services	Asian Smaller Companies Fund	386,983
abrdn Asia Focus PLC	AAACA7241C	BNP Paribas Securities Services	abrdn Asia Focus PLC	1,339,985
Emerging Markets Smaller Companies Fund, a series of abrdn Institutional Commingled Funds, LLC	AACTA0815F	State Street Bank and Trust Company	Emerging Markets Smaller Companies Fund, a series of abrdn Institutional Commingled Funds, LLC	115,139
Emerging Markets Smaller Companies Fund	AAGCA0785P	BNP Paribas Securities Services	Emerging Markets Smaller Companies Fund	211,700
The India Fund, Inc.	AABCA0836G	State Street Bank & Trust - United States	The India Fund, Inc.	386,766
Aberdeen Global Indian Equity Limited	AABCP2263L	BNP Paribas Securities Services - Luxembourg	Aberdeen Global Indian Equity Limited	920,600
Global Innovation Equity Fund	AAFCA0203M	BNP Paribas Securities Services - Luxembourg	Global Innovation Equity Fund	467,365
abrdn New India Investment Trust plc	AACCN4928M	BNP Paribas Securities Services - United Kingdom	abrdn New India Investment Trust plc	446,710