



IPAMC/17(III)/21-22

September 07, 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 a scheme of ICICI Prudential Mutual Fund has carried out sale of 150,548 shares on September 6, 2021.

As a result, the shareholding of the Fund has decreased by more than 2% as compared to the previous disclosure on June 18, 2021 for 5.93%.

The details of holdings as on September 6, 2021 are as follows:

Name of the Scheme	Total share holdings as on September 6, 2021	% of shares/voting rights to total paid up capital as on September 6, 2021
ICICI Prudential Multicap Fund	1,426,868	0.97
ICICI Prudential Large & Mid Cap Fund	107,855	0.07
ICICI Prudential FMCG Fund	629,062	0.43
ICICI Prudential Long Term Equity Fund (Tax Savings)	1,716,417	1.16
ICICI Prudential Balanced Advantage Fund	525,708	0.36
ICICI Prudential Bharat Consumption Fund - Series 1	86,765	0.06
ICICI Prudential Bharat Consumption Fund - Series 2	156,785	0.11
ICICI Prudential S&P BSE 500 ETF		

ICICI Prudential Asset Management Company Limited
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Name of the Scheme	Total share holdings as on September 6, 2021	% of shares/voting rights to total paid up capital as on September 6, 2021
	549	0.00
ICICI Prudential Bharat Consumption Fund - Series 3	25,238	0.02
ICICI Prudential Bharat Consumption Fund - Series 5	70,273	0.05
ICICI Prudential India Opportunities Fund	909,050	0.62

Note: 0.00% stands for holding less than 0.005%

The holding by schemes of the Fund are from an investment perspective and not with the objective of seeking any controlling interest. However, the disclosures 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	5,805,118	3.93%	
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)	5,805,118	3.93%	
Details of sale			
a) Shares carrying voting rights sold.	150,548	0.10%	
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	--	--	
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
e) Total (a+b+c+/-d)	150,548	0.10%	



After the sale, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	5,654,570	3.83%	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
c) Shares pledged with the acquirer	--	--	
d) VRs otherwise than by equity shares	--	--	
e) 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)	5,654,570	3.83%	
(Note: the percentages have been rounded off to the nearest number)			
Mode of sale (e.g. open market/public issue/rights issue/preferential allotment/inters 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/seller to receive shares in the TC.	September 6, 2021		
Equity share capital/total voting capital of the TC before the said sale	147,540,159		
Equity share capital/total voting capital of the TC after the said sale	147,540,159		
Total diluted share/voting capital of the TC after the said sale	147,540,159		



Note.—

(*) 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 : September 7, 2021