

September 11, 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 |
|--|--|

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 have enclosed herewith disclosure with regard to pledge of 44,000 shares 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:

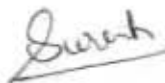
1) Disclosure under SAST

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 | | | | | 11.09.2019 | | | | | | | | |
| 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 Limited | 8,83,75,000 | 59.90 | 5,55,23,200 | 37.63 | Creation | 09.09.2019 | Pledge | Third Party Pledge | 44,000 | 0.03 | Axis Finance Limited | 5,55,67,200 | 37.66 |
| 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: 11.09.2019

*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.