



IPAMC/22(III)/19-20

October 16, 2019

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 Entertainment Network (India) Limited (the Company) (whose shares are listed on your Stock Exchange).

ICICI Prudential Multi Asset Fund had purchased 57,887 equity shares of the company respectively on October 15, 2019. As a result of the said purchase, the shareholding of the fund has exceeded 5% of the paid-up capital of the Company.

Details of shareholding as on October 15, 2019 as below:

Name of the shareholder	Total share holdings as on October 15, 2019	% of shares/voting rights to total paid up capital of your Company as on October 15, 2019
ICICI PRUDENTIAL TECHNOLOGY FUND	50,115	0.11
ICICI PRUDENTIAL MULTI ASSET FUND	1,375,310	2.89
ICICI PRUDENTIAL SMALLCAP FUND	53,234	0.11
ICICI Prudential Dividend Yield Equity Fund	12,159	0.03
ICICI Prudential Value Fund - Series 15	173,608	0.36
ICICI Prudential Value Fund - Series 19	435,271	0.91
ICICI Prudential Bharat Consumption Fund - Series 1	249,652	0.52
ICICI Prudential Bharat Consumption Fund - Series 3	36,007	0.08

The objective of the purchase is 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(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.



ICICI Prudential Asset Management Company Limited
Corporate Identity Number: U99999DL1993PLC054135
Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai – 400051.
Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com
Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Mumbai - 400063.
Tel: 022 2685 2000 Fax: 022 26868313
Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001



Thanking you
Sincerely
For ICICI Prudential Asset Management Company Limited

R R Shetty
Rakesh Shetty
Company Secretary
Encl: as above



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Format for Disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

PART – A – Details of the Acquisition

Name of the Target Company (TC)	Entertainment Network (India) Limited		
Name(s) of the acquirer and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange, National Stock Exchange		
Details of the acquisition 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 acquisition under consideration, holding of acquirer along with PACs of:	2,327,469	4.882	
a) Shares carrying voting rights	--	--	
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)	2,327,469	4.882	
Details of acquisition			
a) Shares carrying voting rights acquired	57,887	0.121	
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)	57,887	0.121	



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After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	2,385,356	5.00	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others) Shares pledged with the acquirer	--	--	
c) VRs 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) after acquisition	--	--	
e) Total (a+b+c+d)	2,385,356	5.00	
Mode of acquisition (e.g. open market/public issue/rights issue/preferential allotment/interse 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 acquisition of/date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	October 15, 2019		
Equity share capital/total voting capital of the TC before the said acquisition	47,670,415		
Equity share capital/total voting capital of the TC after the said acquisition	47,670,415		
Total diluted share/voting capital of the TC after the said acquisition	47,670,415		

