

October 16, 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  <b>Stock Code: 533229</b>	National Stock Exchange of India Ltd. Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, 'G'Block Bandra- Kurla Complex Bandra East Mumbai 400 051 Fax No.2659 8237/8238  <b>Stock Code: BAJAJCON</b>
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Dear Sir/Madam,

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.**

Pursuant to the Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (SAST), we have enclosed herewith disclosure with regard to Sale of 3,24,00,000 Shares on October 15, 2019 of Bajaj Consumer Care Limited.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

Yours faithfully,

**For and on Behalf of Promoter Group of  
Bajaj Consumer Care Limited**



**For Bajaj Resources Limited (Promoter)  
Suresh Maheshwari  
Director  
DIN: 00009598**

Encl:

2) Disclosure under SAST

c.c. **The Company Secretary**  
Bajaj Consumer Care Limited  
Old Station Road  
Udaipur 313 001

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

Name of the Target Company (TC)	Bajaj Consumer Care Limited
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Bajaj Resources Limited PAC : KNB Enterprises LLP & SKB Roop Commercial LLP
Whether the acquirer belongs to Promoter/Promoter group	Yes
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	1) National Stock Exchange of India Limited 2) BSE 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 acquisition / Sale under consideration, holding of :</b>			
a) Shares carrying voting rights			
1. Bajaj Resources Limited	3,22,65,100	21.870	21.870
2. KNB Enterprises LLP	75,000	0.051	0.051
3. SKB Roop Commercial LLP	75,000	0.051	0.051
<b>Total</b>	<b>3,24,15,100</b>	<b>21.972</b>	<b>21.972</b>
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	5,61,09,900	38.031	38.031
c) Voting rights (VR) otherwise than by shares	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	Nil	Nil	Nil
<b>e) Total (a+b+c+d)</b>	<b>8,85,25,000</b>	<b>60.003</b>	<b>60.003</b>

Details of acquisition/Sale			
a) Shares carrying voting rights acquired/sold			
1. Bajaj Resources Limited	3,22,65,100	21.870	21.870
2. KNB Enterprises LLP	64,900	0.044	0.044
3. SKB Roop Commercial LLP	70,000	0.047	0.047
Total	3,24,00,000	21.961	21.961
b) VRs acquired/sold otherwise than by shares	Nil	Nil	Nil
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	Nil	Nil	Nil
d) Shares encumbered/invoked/released by the acquirer	Nil	Nil	Nil
<b>e) Total (a+b+c+d)</b>	<b>3,24,00,000</b>	<b>21.961</b>	<b>21.961</b>



<b>After acquisition/sale, holding of:</b>			
a) Shares carrying voting rights			
1. Bajaj Resources Limited	-	-	-
2. KNB Enterprises LLP	10,100	0.007	0.007
3. SKB Roop Commercial LLP	5,000	0.003	0.003
<b>Total</b>	<b>15,100</b>	<b>0.010</b>	<b>0.010</b>
b) Shares encumbered with the acquirer	**5,61,09,900	38.032	38.032
c) VRs otherwise than by shares	Nil	Nil	Nil
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	Nil	Nil	Nil
<b>e) Total (a+b+c+d)</b>	<b>5,61,25,000</b>	<b>38.042</b>	<b>38.042</b>

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	15-10-2019
Equity share capital / total voting capital of the TC before the said acquisition/sale	14,75,34,346 Equity Shares of Re. 1/- each aggregating to Rs. 14,75,34,346/-
Equity share capital / total voting capital of the TC after the said acquisition / sale	14,75,34,346 Equity Shares of Re. 1/- each aggregating to Rs. 14,75,34,346/-
Total diluted share/voting capital of the TC after the said acquisition / sale	14,75,34,346 Equity Shares of Re. 1/- each aggregating to Rs. 14,75,34,346/-

(\*) Total share capital/voting capital to be taken as per the latest filing done by the Company to the Stock Exchange under Regulation 31(1)(b) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015 (erstwhile 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.

# 3,22,65,100 shares (21.87%) shown as carrying voting rights represent unencumbered shares only. However, Bajaj Resources Limited hold voting rights on entire 8,83,75,000 shares (59.90%), which includes 5,61,09,900 encumbered shares (38.03%).

\*\* Bajaj Resources Limited hold voting rights on all 5,61,09,900 encumbered shares (38.03%).

**For and on Behalf of Promoter Group of  
Bajaj Consumer Care Limited**

*Suresh*



**For Bajaj Resources Limited (Promoter)**

**Suresh Maheshwari**

**Director**

**DIN: 00009598**

Place: Mumbai

Date : October 16, 2019