

October 14, 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,

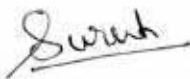
**Sub: Disclosure under Regulation 31 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.**

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 33,300 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	14.10.2019
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 hint(*)	Number	% of total share capital	Number	% of total share capital	(3) Details of events pertaining to encumbrance					Post event holding of encumbered shares [creation (2+3)] / release [(2-3)] / invocation[(1) (3)]	% of total share capital		
					Type of Event (creation/ release/ invocation)	Date of Creation/ Release/ Invocation of encumbrance	Type of Encumbrance (pledge/loan/ Non-disposal undertaking/ others)	Reasons For encumbrance**	Number			% of Share Capital	Name of the entity In whose Favour Shares Encumbered***
Bajaj Resources Limited	8,83,75,000	59.90	5,60,76,600	38.01	Creation	10.10.2019	Pledge	Third Party Pledge	33,300	0.02	Axis Finance Limited	5,61,09,900	38.03
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*

Suresh Maheshwari  
Director  
DIN: 00009598



Place: Mumbai  
Date : 14.10.2019

\*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.