



CSL/2020-21/11
21stMay, 2020

BSE Limited Corporate Relationship Department 1 st Floor, New Trading Ring Rotunda Building, P J Towers Dalal Street, Fort, Mumbai – 400001. Scrip Code :532443 Scrip ID: CERA	National Stock Exchange of India Limited Exchange Plaza BandraKurla Complex Bandra (East) Mumbai – 400051. Scrip Code: CERA
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Dear Sir/Madam,

Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeover) Regulations, 2011.

We have to inform you that we have received intimation from HDFC Life Insurance Co. Limited, under Regulations 29(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 for disposal of shares of the Company. We are enclosing herewith the said intimation received from HDFC Life Insurance Co. Limited on 20th May, 2020 thru email.

We further like to inform you that as per Regulation 29(3) of SEBI (Substantial Acquisition of Shares & Takeover) Regulations, 2011, the acquirer is required to submit such disclosure to Exchange and the Company, but as good corporate practice we are also submitting the said intimation received from HDFC Life Insurance Co. Limited to the Exchange, voluntarily.

We hope you will find the same in order.

This is for your information and record.

Yours faithfully,
For CeraSanitaryware Limited.


HemalSadiwala
Company Secretary

Cera Sanitaryware Limited

Corporate Office: 7th & 8th Floors, B Wing, Privilon, Ambli BRTS Road, Iskcon Crossroads, Ahmedabad 380059, India
Tel: +91 79 49112222 Email: marketing@cera-india.com Web: www.cera-india.com

Registered Office & Works: 9, GIDC Industrial Estate, Kadi 382715, District Mehsana, North Gujarat

CIN: L26910GJ1998PLC034400

ANNEXURE - 2: Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Cera Sanitaryware Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Life Insurance Co. Ltd. (Formerly HDFC Standard Life Insurance Co. Ltd)		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange (NSE) Bombay Stock Exchange (BSE)		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
<u>Before the disposal under consideration, holding of:</u>			
a) Shares carrying voting rights	4,28,934	3.30%	-
b) Voting rights (VR) otherwise than by shares	-	-	-
c) 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)	-	-	-
Total (a+b+c)	4,28,934	3.30%	-
<u>Details of sale</u>			
a) Shares carrying voting rights sold	39,795	0.31%	-
b) VRs acquired /sold otherwise than by 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/sold	-	-	-

Total (a+b+c)	39,795	0.31%	-
<u>After the sale, holding of:</u>			
a) Shares carrying voting rights	3,89,139	2.99%	-
b) VRs otherwise than by 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) after acquisition.	-	-	-
Total (a+b+c)	3,89,139	2.99%	-
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	18 th May 2020		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	1,30,05,874		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	1,30,05,874		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	NA		

For **HDFC Life Insurance Co. Ltd.**,
(Formerly HDFC Standard Life Insurance Co. Ltd)

Prasun Gajri

Chief Investment Officer

Place: Mumbai

Date: May 19, 2020