Annexure – 1
Disclosures 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)	Shemaroo Entertainment Limited		

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund:
	HDFC Trustee Company Limited A/c –
	  • HDFC Capital Builder Fund
	  • HDFC Prudence Fund
	  • HDFC MF Monthly Income Plan – Long Term Plan		

Whether the acquirer belongs to Promoter/ Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE and BSE		
Details of the acquisition 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 (**)
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	12,98,245	4.78	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	0	0	N.A.
c) Voting rights (VR) otherwise than by equity shares	0	0	N.A.
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)	0	0	N.A.
e) Total (a+b+c+d)	12,98,245	4.78	N.A.
Details of acquisition			
a) Shares carrying voting rights acquired	7,00,000	2.58	N.A.
b) VRs acquired otherwise than by equity shares	0	0	N.A.
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	0	0	N.A.
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	0	0	N.A.
e) Total (a+b+c+/-d)	7,00,000	2.58	N.A.
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights acquired	19,98,245.00	7.35	N.A.
b) VRs acquired otherwise than by equity shares	0	0	N.A.
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	0	0	N.A.
d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	0	0	N.A.
e) Total (a+b+c+d)	19,98,245.00	7.35	N.A.

Mode of acquisition (e.g. open market / public issue / rights issue /preferential allotment / inter-se transfer/ encumbrance, etc.)	Market Purchase
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 1, 2014
Equity share capital / total voting capital of the TC before the said acquisition	2,71,82,239 equity shares of Rs. 10 each
Equity share capital/ total voting capital of the TC after the said acquisition	2,71,82,239 equity shares of Rs. 10 each
Total diluted share/ voting capital of the TC after the said acquisition	N.A.

Note: Percentages given above are rounded off to two decimal places.

For HDFC Asset Management Company Limited
(Investment Manager to the Schemes of HDFC Mutual Fund)

Dhruti Barot
Senior Manager - Compliance

Place: Mumbai
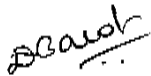Date: October 7, 2014

Notes:
(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under 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.

For HDFC Asset Management Company Limited
(Investment Manager to the Schemes of HDFC Mutual Fund)

Dhruti Barot
Senior Manager - Compliance

Place: Mumbai
Date: October 7, 2014

Note:
(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.