



IPAMC/47/16-17

December 05, 2016

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 and Eastspring Investments (Singapore) Limited (Easpring), under its managed funds hold equity shares of Orient Cement Limited (the Company).

ICICI Prudential Long Term Equity Fund (Tax Savings) and ICICI Prudential Recovery Fund – Series 5 had purchased 460,000 and 93,985 equity shares respectively of the Company on December 01, 2016.

This reporting is being made because, as a result of the aforesaid purchase, the gross holding of the aforementioned entities has increased by more than 2% as compared to the previous disclosure made on August 26, 2016 for 5.17%.

The disclosure in this regard as required under Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.

Please let us know if any disclosure is required under SEBI (Prohibition of Insider Trading) Regulations, 2015. If you require any further information, please feel free to contact us.

Thanking you

Sincerely
For ICICI Prudential Asset Management Company Limited

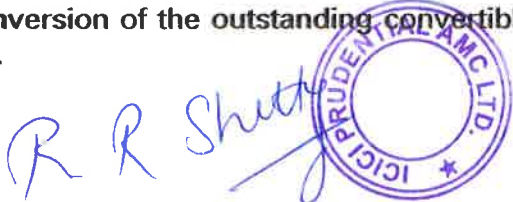

R R Shetty
Rakesh Shetty
Company Secretary



Encl: as above

Format for disclosure under Regulations 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company	Orient Cement Ltd.		
Name(s) of the acquirer and Persons Acting in concert (PAC) with the acquirer	ICICI Prudential Mutual Fund alongwith Eastspring Investments (Singapore) Limited		
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 / disposal as follows	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 :			
a) Shares carrying voting rights	14,322,859	6.99	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking / others)	--	--	
c) Voting rights (VR) otherwise than by 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)	14,322,859	6.99	
Details of acquisition			
a) Shares carrying voting rights acquired	553,985	0.27	
b) VRs acquired 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	--	--	
d) Shares encumbered / invoked /released by the acquirer	--	--	
e) Total (a+b+c+d)	553,985	0.27	
After the acquisition, holding of:			
a) Shares carrying voting rights	14,876,844	7.26	
b) Shares encumbered 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)	14,876,844	7.26	
Mode of acquisition (e.g. open market/ off-market /public issue /rights issue/preferential allotment/inter-se transfer etc.)	Secondary Market		
Date of acquisition / VR or date of receipt of intimation of allotment of shares, whichever is applicable.	December 01, 2016		
Equity share capital / total voting capital of the TC before the said acquisition	204,868,760		
Equity share capital/ total voting capital of the TC after the said acquisition	204,868,760		
Total diluted share/voting capital of the TC after the said acquisition	204,868,760		
Note.—			
(*)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.			
 			
Signature of the acquirer/Authorised Signatory			
Place : Mumbai		Date : December 05, 2016	