



IPAMC/46/16-17

December 02, 2016

To,
Bajaj Finserve Limited,
Bajaj Auto Limited Complex,
Mumbai Pune Road,
Akurdi,
Pune - 411035

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 Securities Investment Trust Co. Ltd and Eastspring Investments (Singapore) Limited under their managed funds (Eastspring), hold equity shares of your Company.

Below mentioned schemes of the Fund have sold 349779 equity shares and ICICI Prudential Nifty Next 50 Index Fund purchased 45 equity shares of your Company on November 30, 2016.

| Name of the Scheme | No of shares sold |
|---|-------------------|
| ICICI Prudential Focused Bluechip Equity Fund | 57225 |
| ICICI Prudential Midcap Fund | 46335 |
| ICICI Prudential Top 100 Fund | 6371 |
| ICICI Prudential Dynamic Plan | 113518 |
| ICICI Prudential Balanced Fund | 105331 |
| ICICI Prudential Growth Fund – Series 1 | 13094 |
| ICICI Prudential Growth Fund – Series 5 | 6461 |
| ICICI Prudential Indo Asia Equity Fund | 1444 |
| Total | 349779 |

This reporting is being made because as a result of the aforesaid transactions the gross holding of the aforesaid entities has decreased by more than 2% as compared to the previous disclosure made on April 04, 2016 for 5.22%.

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


Rakesh Shetty

Company Secretary

Encl: As above



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai – 400051.

Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com

Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Mumbai - 400063.

Tel: 022 2685 2000 Fax: 022 26868313

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001



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

| | | | |
|--|---|--|--|
| Name of the Target Company (TC) | BAJAJ FINSERV LIMITED | | |
| Name(s) of the acquirer and Persons Acting in concert (PAC) with the acquirer | ICICI Prudential Mutual Fund alongwith Eastspring Investments (Singapore) Limited and Eastspring Securities Investment Trust Co. Ltd | | |
| 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 Sale under consideration, holding of : | | | |
| a) Shares carrying voting rights | 5,340,084 | 3.36 | |
| 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) | 5,340,084 | 3.36 | |
| Details of sale | | | |
| a) Shares carrying voting rights sold | 349,734 | 0.22 | |
| b) VRs 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) sold | -- | -- | |
| d) Shares encumbered / invoked /released by the acquirer | -- | -- | |
| e) Total (a+b+c+d) | 349,734 | 0.22 | |
| After the sale, holding of: | 4,990,350 | 3.14 | |
| a) Shares carrying voting rights | | | |

ICICI Prudential Asset Management Company Limited
Corporate Identity Number: U99999DL1993PLC054135

Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai – 400051.



Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com

Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Mumbai - 400063.

Tel: 022 2685 2000 Fax: 022 26868313

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001



| | | | |
|---|------------------|-------------------------|--|
| 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) | 4,990,350 | 3.14 | |
| 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. | November 30,2016 | | |
| Equity share capital / total voting capital of the TC before the said sale | 159,131,780 | | |
| Equity share capital/ total voting capital of the TC after the said sale | 159,131,780 | | |
| Total diluted share/voting capital of the TC after the said sale | 159,131,780 | | |
| <i>Note.—</i> | | | |
| (*)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/seller/Authorised Signatory | | | |
| Place : Mumbai | | Date : December 02,2016 | |