

August 11, 2016

**Bombay Stock Exchange Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400001

**Kind Attn: Listing Department**

Dear Sir,

**Sub: - Disclosure under Regulation 29(2) of (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.**

IDFC Mutual Fund through its scheme IDFC Sterling Equity Fund has sold equity shares in KEI Industries Limited.

Pursuant to the same the holding of the IDFC Mutual Fund in the company has decreased from 7.2278% (the last reported holding) to 5.1081% (i.e. change of more than 2%) of the paid up capital of the company.

Accordingly, please find enclosed the disclosure under Regulation 29(2) of (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

The said disclosure is for the last sale transaction of 4,31,495 equity shares sold on August 9, 2016 which has triggered the disclosure under the above referred regulation.

We request you to take the same on record.

**For IDFC Asset Management Company Limited**  
(Investment Manager of IDFC Mutual Fund)

A handwritten signature in blue ink that reads "Ketav Chaphekar".

**Ketav Chaphekar**  
SVP - Compliance

Encl – As Above

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

**Part-A- Details of the Acquisition**

Name of the Target Company (TC)	KEI INDUSTRIES LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	IDFC Mutual Fund (through its various schemes as mentioned in Annexure I)		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	1. National Stock Exchange 2. Bombay Stock Exchange 3. Kolkata 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 (**)
<b>Before the disposal under consideration, holding of :</b>			
a) Shares carrying voting rights	43,76,828	5.6667%	N.A
b) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others)	NIL	NIL	N.A
c) Voting rights (VR) otherwise than by shares	NIL	NIL	N.A
d) 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)	NIL	NIL	N.A
e) Total (a+b+c+d)	43,76,828	5.6667%	N.A
<b>Details of disposal</b>			
a) Shares carrying voting rights acquired/sold	4,31,495	0.5586%	N.A
b) VRs acquired /sold otherwise than by shares	NIL	NIL	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/sold	NIL	NIL	N.A
d) Shares encumbered / invoked/released by the acquirer	NIL	NIL	N.A
e) Total (a+b+c+/-d)	4,31,495	0.5586%	N.A




<b>After the disposal, holding of:</b>			
a) Shares carrying voting rights	39,45,333	5.1081%	N.A
b) Shares encumbered with the acquirer	NIL	NIL	N.A
c) VRs otherwise than by shares	NIL	NIL	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) after acquisition	NIL	NIL	N.A
e) Total (a+b+c+d)	39,45,333	5.1081%	N.A
Mode of disposal (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
Date of disposal of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	August 9, 2016		
Equity share capital / total voting capital of the TC before the said disposal	Rs. 15,44,74,876/- (Equity shares of face value of Rs. 2/- each)		
Equity share capital/ total voting capital of the TC after the said disposal	Rs. 15,44,74,876/- (Equity shares of face value of Rs. 2/- each)		
Total diluted share/voting capital of the TC after the said disposal	N.A		

(\*) 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 IDFC Asset Management Company Limited**  
(Investment Manager of IDFC Mutual Fund)

  
**Ketav Chaphekar**  
**SVP - Compliance**

**Place** : Mumbai  
**Date** : August 11, 2016

**Annexure: I**

**Details of scheme-wise shareholding**

Name of the scheme	Shareholding prior to Disposal		Shareholding post Disposal	
	No. of shares held	%	No. of shares held	%
IDFC STERLING EQUITY FUND	35,64,828	4.6154	31,33,333	4.0568
IDFC TAX ADVANTAGE ELSS FUND	8,12,000	1.0513	8,12,000	1.0513
<b>Total</b>	<b>43,76,828</b>	<b>5.6667</b>	<b>39,45,333</b>	<b>5.1081</b>

