



IPAMC/21/16-17

August 26, 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 hold equity shares of Orient Cement Limited (the Company) (whose shares are listed on your Stock Exchange).

ICICI Prudential Multicap Fund had purchased 353,535 equity shares of the company on August 24, 2016. As a result of the said purchase, the shareholding of the Fund has exceeded 5% of the paid-up capital of the Company. Details of shareholding as on August 24, 2016 as below:

Name of the shareholder	Total share holdings as on August 24, 2016	% of shares/voting rights to total paid up capital of your Company as on August 24, 2016
ICICI Prudential Value Discovery Fund	4,167,817.00	2.03438
ICICI Prudential Long Term Equity Fund (Tax Savings)	2,051,487.00	1.00137
ICICI Prudential Multicap Fund	1,543,642.00	0.75348
ICICI Prudential Business Cycle Fund - Series 1	636,781.00	0.31082
ICICI Prudential India Recovery Fund - Series 1	550,000.00	0.26846
ICICI Prudential Indo Asia Equity Fund	442,000.00	0.21575
ICICI Prudential Business Cycle Fund - Series 2	387,753.00	0.18927
ICICI Prudential India Recovery Fund - Series 2	368,908.00	0.18007
ICICI Prudential Value Fund - Series 3	320,965.00	0.15667
ICICI Prudential India Recovery Fund - Series 5	124,518.00	0.06078
Total	10,593,871	5.17105

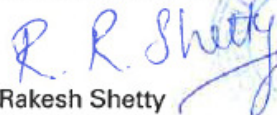
The objective of the purchase is from an investment perspective and not with the objective of seeking any controlling interest. However, the disclosures in this regard as required under Regulation 29(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.

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 Disclosure 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)	Orient Cement Ltd.		
Name(s) of the acquirer and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund (the Fund) under its various schemes		
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 as follows	Number	% w.r.t. total shares / 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:	10,240,336	4.9985	
a) Shares carrying voting rights			
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
c) Voting rights (VR) 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)	--	--	
e) Total (a+b+c+d)	10,240,336	4.9985	
Details of acquisition			
a) Shares carrying voting rights acquired	353,535	0.1726	
b) VRs acquired otherwise than by equity 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 in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
e) Total (a+b+c+/-d)	353,535	0.1726	



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After the acquisition, holding of acquirer along with PACs of:			
a) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others) Shares pledged with the acquirer	--	--	
b) VRs otherwise than by equity 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	10,593,871	5.1711	
d) Total (a+b+c)	10,593,871	5.1711	
Mode of acquisition (e.g. open market/public issue/rights issue/preferential allotment/interse transfer/encumbrance, etc.)	Secondary Market		
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.	August 24,2016		
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		





Signature of the acquirer / Authorised Signatory

Place: Mumbai

Date: August 26, 2016

Note:

(*) 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.

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