



IPAMC/70(II)/17-18

November 23, 2017

To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
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 scheme hold equity shares of Orient Cement Limited (the Company) (whose shares are listed on your Stock Exchange).

ICICI Prudential Multicap Fund had sold 680,129 equity shares of the Company on November 22, 2017. As a result of the aforesaid sale, the shareholding of the Fund under its schemes has decreased by more than 2% as compared to the previous disclosure made on December 5, 2016 for 7.26%.

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



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

Name of the Target Company (TC)	Orient Cement Ltd.		
Name(s) of the acquirer and Persons 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 / 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	10,998,766	5.37	
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)	10,998,766	5.37	
Details of sale			
a) Shares carrying voting rights sold	680,129	0.33	
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)	680,129	0.33	
After the sale, holding of:			
a) Shares carrying voting rights	10,318,637	5.04	
b) Shares encumbered with the acquirer	--	--	
c) VRs otherwise than by equity shares	--	--	

ICICI Prudential Asset Management Company Limited  
Corporate Identity Number: U99999DL1993PLC054135

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



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



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)	10,318,637	5.04	
Mode of acquisition / sale (e.g. open market/ off-market /public issue /rights issue/preferential allotment/inter-se transfer etc.)	Secondary Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	November 22, 2017		
Equity share capital / total voting capital of the TC before the said sale	204,868,760		
Equity share capital/ total voting capital of the TC after the said sale	204,868,760		
Total diluted share/voting capital of the TC after the said sale	204,868,760		
<p><i>Note.—</i></p> <p>(*) 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.</p> <p>(**)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.</p> <p style="text-align: center;">               Signature of the acquirer/seller/Authorized Signatory         </p> <p>Place : Mumbai <span style="float: right;">Date : November 23, 2017</span></p>			

