

31st March, 2017

**Bombay Stock Exchange Limited
Listing Department**

P.J. Towers,
Dalal Street,
Mumbai 400 001.
India

Dear Sir,

Sub: Details of acquisition of 5% or more shares in a listed Company

We refer to Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 which states that any acquirer who acquires shares or voting rights in a target company which taken together with shares or voting rights, if any, held by him and by persons acting in concert with him in such target company, aggregating to five percent or more of the shares of such target company, shall disclose their aggregate shareholding and voting rights in such target company.

We are enclosing herewith Annexure 1 under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 of details of acquisition of 5% or more shares in **Cera Sanitaryware Limited**.

Please take note that our current exposure in Cera Sanitaryware Limited is 5.03%.

Thanking you,

Yours faithfully,
For **HDFC Standard Life Insurance Co. Ltd.**,



Prasun Gajri
Chief Investment Officer

Encl : a/a

ANNEXURE – 1

Format for Disclosures 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)	Cera Sanitaryware Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Standard Life Insurance Company Limited		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange Bombay Stock Exchange		
Details of the acquisition as follows	Number	% w.r.t.total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC
<u>Before the acquisition under consideration, holding of:</u>			
a) Shares carrying voting rights	631,256	4.85%	-
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)	-	-	-
Total (a+b+c)	631,256	4.85%	
<u>Details of acquisition</u>			
a) Shares carrying voting rights acquired	22,467	0.17%	-
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) acquire	-	-	-
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/ others)	-	-	-
Total (a+b+c)	22,467	0.17%	-

After the acquisition, holding of:			
a) Shares carrying voting rights	653,723	5.03%	-
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	-	-	-
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/ others)	-	-	-
Total (a+b+c)	653,723	5.03%	-
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open Market		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	-		
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.	30th March 2017		
Equity share capital / total voting capital of the TC before the said acquisition	13,005,874		
Equity share capital/ total voting capital of the TC after the said acquisition	13,005,874		
Total diluted share/voting capital of the TC after the said acquisition	-		

For HDFC Standard Life Insurance Company Limited



Prasun Gajri
Chief Investment Officer

Place: Mumbai

Date: March 31, 2017.

HDFC STANDARD LIFE INSURANCE COMPANY LIMITED
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