

September 28, 2017

Ms. Deepanjali Gulati,  
 Company Secretary & Compliance Officer,  
**Orient Cement Ltd.**  
 Unit VIII, Plot No. 7,  
 Bhoinagar, Bhubaneswar, Orissa - 751012  
 Tel.: 0674-2396930 Fax.: 0674-2396364

Dear Madam,

**Sub: Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

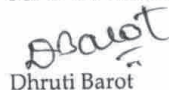
In accordance with Regulation 29 (1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we wish to inform you that the aggregate holdings of the below-mentioned schemes of HDFC Mutual Fund in "Orient Cement Ltd." (the Company) as at the close of the business hours on **September 27, 2017** was 5.03% of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs. 20,48,68,760 /- comprising 20,48,68,760 Equity Shares of Re.1/- each)

Scheme	No. of Shares	% of the paid up share capital
HDFC Equity Savings Fund	3,29,000	0.16
HDFC Prudence Fund	81,03,200	3.96
HDFC Equity Opportunities Fund - II - 1126D May 2017 (1)	12,26,200	0.60
HDFC Equity Opportunities Fund - II - 1100D June 2017 (1)	6,39,000	0.31
<b>Total</b>	<b>1,02,97,400</b>	<b>5.03</b>

In compliance with Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached details of acquisition in the prescribed format in **Annexure 1** for disclosure to target company and stock exchanges where the shares of the target company are listed.

Kindly acknowledge receipt of the same.

Thanking you,  
 Yours faithfully,  
 For **HDFC Asset Management Company Limited**

  
 Dhruvi Barot

Jt. Assistant Vice President - Compliance  
 Encl: As above  
 CC:

<b>Listing Department</b> <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Bandra - Kurla Complex, Bandra (E), Mumbai - 400 051. Tel.: 022- 2659 8190, Fax: 022- 2659 8191	<b>Listing Department</b> <b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street, Mumbai - 400 023. Fax: 022- 2272 3121	<b>Head Office</b> <b>Orient Cement Ltd.</b> Birla Tower, 25 Barakhamba Road, New Delhi-110001 Tel.: 011- 42092253, Fax: 011- 42092199
---	---	---

**HDFC Asset Management Company Limited**

A Joint Venture with Standard Life Investments

CIN: U65991MH1999PLC123027

Registered Office : "HDFC House", 2nd Floor, H.T. Parekh Marg, 165-166, Backbay Reclamation, Churchgate, Mumbai-400 020  
 Tel.: 022 - 6631 6333 Fax: 022 - 2204 4304, 6658 0200 Website: www.hdfcfund.com

**Annexure - 1**  
**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)	Orient Cement Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund: HDFC Trustee Company Limited A/c - <ul style="list-style-type: none"> <li>• HDFC Equity Savings Fund</li> <li>• HDFC Prudence Fund</li> <li>• HDFC Equity Opportunities Fund - II - 1126D May 2017 (1)</li> <li>• HDFC Equity Opportunities Fund - II - 1100D June 2017 (1)</li> </ul>		
Whether the acquirer belongs to Promoter/ Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE & BSE		
Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/ voting capital wherever applicable (*)	% w.r.t. total diluted share/ voting capital of the TC (**)
<b>Before the acquisition under consideration, holding of acquirer along with PACs of:</b>			
a) Shares carrying voting rights	1,01,95,400	4.98	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	0	0	N.A.
c) Voting rights (VR) otherwise than by equity shares	0	0	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)	0	0	N.A.
<b>e) Total (a+b+c+d)</b>	<b>1,01,95,400</b>	<b>4.98</b>	<b>N.A.</b>
<b>Details of acquisition</b>			
a) Shares carrying voting rights acquired	1,02,000	0.05	N.A.
b) VRs acquired otherwise than by equity shares	0	0	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	0	0	N.A.
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	0	0	N.A.
<b>e) Total (a+b+c+/-d)</b>	<b>1,02,000</b>	<b>0.05</b>	<b>N.A.</b>
<b>After the acquisition, holding of acquirer along with PACs of:</b>			
a) Shares carrying voting rights acquired	1,02,97,400	5.03	N.A.
b) VRs acquired otherwise than by equity shares	0	0	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) after acquisition	0	0	N.A.
d) Shares in the nature of encumbrance (pledge/ lien/non- disposal undertaking/ others)	0	0	N.A.
<b>e) Total (a+b+c+d)</b>	<b>1,02,97,400</b>	<b>5.03</b>	<b>N.A.</b>
Mode of acquisition (e.g. open market / public	Secondary Market		



issue / rights issue / preferential allotment / inter-se transfer/ encumbrance, etc.)	
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.
<del>Date of acquisition of</del> / date of receipt of intimation of allotment of shares / <del>VR/ warrants/ convertible securities/ any other instrument that entitles the acquirer to receive shares in the TC.</del>	September 27, 2017
Equity share capital / total voting capital of the TC before the said acquisition	Rs. 20,48,68,760/- comprising 20,48,68,760 Equity Shares of Re.1/- each
Equity share capital/ total voting capital of the TC after the said acquisition	Rs. 20,48,68,760/- comprising 20,48,68,760 Equity Shares of Re.1/- each
Total diluted share/ voting capital of the TC after the said acquisition	N.A.

Note: Percentages given above are rounded off to two decimal places.

**For HDFC Asset Management Company Limited**  
(Investment Manager to the Schemes of HDFC Mutual Fund)

  
Dhruvi Barot  
Jt. Assistant Vice President - Compliance

Place: Mumbai  
Date: September 28, 2017

**Notes:**

(\*) ~~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~~ Total share capital/ voting capital has been taken as per the latest filing to be done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

(\*\*) 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.

