

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

1. Name of the Target Company (TC)	Samtel Color Limited		
2. Name(s) of the acquirer/seller and Persons Acting in Concert (PAC) with the acquirer	ICICI Bank Limited		
3. Whether the acquirer/seller belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange and National Stock Exchange		
5. 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 acquisition under consideration, holding of:			
a) Shares carrying voting rights	10,666,527	12.47%	12.47%
b) Voting rights (VR) otherwise than by shares	NIL	NIL	NIL
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)	NIL	NIL	NIL
Total (a+b+c)	10,666,527	12.47%	12.47%

Details of sale			
a) Shares carrying voting rights acquired / sold	1,787,560	2.09%	2.09%
b) VRs acquired / sold otherwise than by equity shares	NA	NA	NA
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	NA	NA	NA
Total (a+b+c)	1,787,560	2.09%	2.09%
After the sale, holding of:			
a) Shares carrying voting rights	8,878,967	10.38%	10.38%
b) VRs otherwise than by equity shares	NA**	NA**	NA**
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	NA	NA	NA
Total (a+b+c)	8,878,967	10.38%	10.38%
6. Mode of sale (e.g. open market / off-market /	Open market (Bombay and National Stock Exchange)		
7. Date of sale of shares / VR or date of receipt of intimation of allotment/sale of shares, whichever is applicable	From : 22-Apr-15 to 13-May-15 (11 transactions)		

Instrument that entitles the acquirer to receive shares in the TC.	Equity
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	8,54,92,597
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	8,54,92,597
10. Total diluted share/voting capital of the TC after the said acquisition / sale	8,54,92,597

Note:

(**) 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.

Signature of the acquirer / seller / Authorised Signatory



Tanuj Mishra
Chief Manager
Treasury Middle Office Group
ICICI Bank Limited

Place: Mumbai

Date: May 14, 2015