



September 20, 2017

Mr. Sachin Jain,
Company Secretary & Compliance Officer,
Just Dial Ltd
Palm Court Building, M, 501/B, 5th Floor,
Besides Goregaon Sports Complex,
New Link Road, Malad West,
Mumbai-400064
Tel.: 022-28884060
Fax.: 022-28823789

Dear Sir,

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

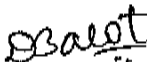
In accordance with Regulation 29 (1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we wish to inform you that the aggregate holdings of the below-mentioned schemes of HDFC Mutual Fund in "**Just Dial Ltd**" (the Company) as at the close of the business hours on **September 18, 2017** was **5.11%** of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs. 69,56,67,210/- comprising 6,95,66,721 Equity Shares of Rs. 10/- each)

Scheme	No. of Shares	% of the paid up share capital
HDFC Arbitrage Fund	21,600	0.03
HDFC Prudence Fund	35,30,663	5.08
Total	35,52,263	5.11

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:
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, Bandra - Kurla Complex,
Bandra (E), Mumbai - 400 051.
Tel.: 022- 2659 8190,
Fax: 022- 2659 8191

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 023.
Fax: 022- 2272 3121

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)	Just Dial Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund: HDFC Trustee Company Limited A/c - • HDFC Arbitrage Fund • HDFC Prudence Fund		
Whether the acquirer belongs to Promoter/ Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE and 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 (**)
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	34,07,263	4.90	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.
e) Total (a+b+c+d)	34,07,263	4.90	N.A.
Details of acquisition			
a) Shares carrying voting rights acquired	1,45,000	0.21	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.
e) Total (a+b+c+d)	1,45,000	0.21	N.A.
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights acquired	35,52,263	5.11	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.
e) Total (a+b+c+d)	35,52,263	5.11	N.A.
Mode of acquisition (e.g. open market / public issue / rights issue /preferential allotment / inter-se transfer/ encumbrance, etc.)	Market Purchase		
Salient features of the securities acquired	N.A.		

