

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

Part A – Details of Acquisition

Name of the Target Company (TC)	STERLING HOLIDAY RESORTS (INDIA) LTD		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Birla Sun Life Mutual Fund		
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 Limited		
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 (*)
Before the acquisition under consideration, holding of:	45,01,312 (as on July 21, 2014)	5.0076 (as on July 21, 2014)	5.0076 (as on July 21, 2014)
<ul style="list-style-type: none"> a) Shares carrying voting rights 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) e) Total (a+b+c+d) 			
Details of acquisition	18,85,741	2.0925	2.0925
<ul style="list-style-type: none"> a) Shares carrying voting rights acquired 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) acquired d) Shares encumbered/invoked/released by the acquirer e) Total (a+b+c+/-d) 			
After the acquisition/ Sale holding of:	63,87,053	7.0875	7.0875
<ul style="list-style-type: none"> a) Shares carrying voting rights b) Shares encumbered with the acquirer c) VRs 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) after acquisition 			

e) Total (a+b+c+d)			
Mode of acquisition (e.g. open market / off-market/ public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Acquisition through Open market on May 28, 2015		
Date of acquisition / Sale of shares/ VR or date of receipt of intimation of allotment of shares, whichever is applicable.	May 28, 2015		
Equity share capital / total voting capital of the TC before the said acquisition	Rs. 90,11,73,510/- (i.e 9,01,17,351 shares of Rs. 10 each)		
Equity share capital/ total voting capital of the TC after the said acquisition	Rs. 90,11,73,510/- (i.e 9,01,17,351 shares of Rs. 10 each)		
Total diluted share/voting capital of the TC after the said acquisition	Rs. 90,11,73,510/- (i.e 9,01,17,351 shares of Rs. 10 each)		

(* 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.

(**) 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.

For Birla Sun Life Asset Management Company Ltd.


Rajiv Joshi
Compliance Officer

Encl: A/a

Mutual Fund Registration No. MF/020/94/8

Place: Mumbai
Date: May 29, 2015