

April 04, 2016

To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai – 400 001

Dear Sir

**Sub: Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011**

This is to inform you that ICICI Prudential Mutual Fund (the Fund) under its various schemes and Eastspring Securities Investment Trust Co. Ltd under its managed funds(Eastspring), hold equity shares of Bajaj Finserv Limited (the Company) (whose shares are listed on your Stock Exchange).

ICICI Prudential Value Discovery Fund had purchased 750,000 equity shares of the Company on March 31, 2016.

As a result of the above purchase, the combined shareholding of the above mentioned entities has exceeded 5% of the paid-up capital of the Company. Details of shareholding as on March 31, 2016 is enclosed herewith.

The objective of the purchase is from an investment perspective and not with the objective of seeking any controlling interest. However, the disclosures in this regard as required under Regulation 29(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.

Please let us know if any disclosure is required under SEBI (Prohibition of Insider Trading) Regulations, 2015. If you require any further information, please feel free to contact us.

Thanking you

For ICICI Prudential Asset Management Company Limited



Rakesh Shetty  
Company Secretary

Encl: as above

Name of the shareholder	Total share holdings as on March 31, 2016	% of shares/voting rights to total paid up capital of the Company as on March 31, 2016
ICICI Prudential Focused Bluechip Equity Fund	2,036,788	1.2799
ICICI Prudential Value Discovery Fund	1,170,000	0.7352
ICICI Prudential Balanced Advantage Fund	924,855	0.5812
ICICI Prudential Dynamic Plan	854,032	0.5367
ICICI Prudential Long Term Equity Fund (Tax Savings)	657,497	0.4132
ICICI Prudential Balanced Fund	423,858	0.2664
Eastspring Investments India Fund	368,983	0.2319
ICICI Prudential Midcap Fund	284,209	0.1786
ICICI Prudential Multicap Fund	270,509	0.1700
ICICI Prudential Value Fund - Series 1	228,449	0.1436
ICICI Prudential Top 100 Fund	223,993	0.1408
ICICI Prudential Banking And Financial Services Fund	217,451	0.1366
ICICI Prudential Growth Fund - Series 1	110,000	0.0691
ICICI Prudential Value Fund - Series 2	103,462	0.0650
ICICI Prudential Growth Fund - Series 2	95,236	0.0598
ICICI Prudential Value Fund Series - 5	72,103	0.0453
ICICI Prudential Growth Fund - Series 3	57,792	0.0363
ICICI Prudential MIP 25	46,783	0.0294
ICICI Prudential Indo Asia Equity Fund	40,469	0.0254
ICICI Prudential Child Care Plan-Gift Plan	34,247	0.0215
ICICI Prudential Growth Fund - Series 4	33,883	0.0213
ICICI Prudential India Recovery Fund - Series 1	26,371	0.0166
ICICI Prudential Equity Savings Fund - Series 1	18,000	0.0113
ICICI Prudential Capital Protection Oriented Fund - Series VII - 1285 Days Plan B	4,319	0.0027
ICICI Prudential Nifty Next 50 Index Fund	2,848	0.0018
ICICI Prudential Nifty 100 ETF	463	0.0003
<b>Total</b>	<b>8,306,600</b>	<b>5.2200</b>

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ICICI Prudential Asset Management Company Limited  
Corporate Identity Number: U99999DL1993PLC054135

Corporate Office: One BKC 13<sup>th</sup> Floor, Bandra Kurla Complex, Mumbai – 400051.

Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: [www.icicipruamc.com](http://www.icicipruamc.com), email id: [enquiry@icicipruamc.com](mailto:enquiry@icicipruamc.com)

Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East),

Mumbai – 400 063, Tel No.: 022 26852000, Fax No.: 022-2686 8313

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi – 110 001

**Format for Disclosure 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)	BAJAJ FINSERV LIMITED		
Name(s) of the acquirer and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund alongwith Eastspring Securities Investment Trust Co. Ltd		
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, National Stock Exchange		
Details of the acquisition as follows	Number	% w.r.t. total shares /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	7,556,600	4.75	
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)	7,556,600	4.75	
<b>Details of acquisition</b>			
a) Shares carrying voting rights acquired	750,000	0.47	
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 in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
e) Total (a+b+c+/-d)	750,000	0.47	

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<b>After the acquisition, holding of acquirer along with PACs of:</b>			
a) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	
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	8,306,600	5.22	
d) Total (a+b+c)	8,306,600	5.22	
Mode of acquisition (e.g. open market/public issue/rights issue/preferential allotment/interse transfer/encumbrance, etc.)	Secondary Market		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.		
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.	March 31,2016		
Equity share capital/total voting capital of the TC before the said acquisition	159,131,453		
Equity share capital/total voting capital of the TC after the said acquisition	159,131,453		
Total diluted share/voting capital of the TC after the said acquisition	159,131,453		

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Signature of the acquirer / Authorised Signatory

Place: Mumbai

Date: April 04, 2016

**Note:**

(\*) 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.

(\*\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

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