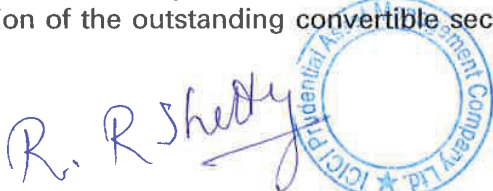




Format for disclosure under Regulations 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company	STERLING HOLIDAY RESORTS (INDIA) LTD		
Name(s) of the acquirer and Persons Acting in concert (PAC) with the acquirer	ICICI Prudential Mutual Fund (the Fund) under its various schemes		
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, Madras Stock Exchange		
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	6,404,701	7.11	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking / others)	--	--	
c) Voting rights (VR) otherwise than by 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)	6,404,701	7.11	
Details of acquisition			
a) Shares carrying voting rights acquired	2,420,258	2.69	
b) VRs acquired otherwise than by 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)	2,420,258	2.69	
After the acquisition, holding of:			
a) Shares carrying voting rights	8,824,959	9.79	
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)	8,824,959	9.79	
Mode of acquisition (e.g. open market/ off-market /public issue /rights issue/preferential allotment/inter-se transfer etc.)	Secondary Market		
Date of acquisition / VR or date of receipt of intimation of allotment of shares, whichever is applicable.	April 24,2015		
Equity share capital / total voting capital of the TC before the said acquisition	90,117,351		
Equity share capital/ total voting capital of the TC after the said acquisition	90,117,351		
Total diluted share/voting capital of the TC after the said acquisition	90,117,351		
<i>Note.—</i>			
(*)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/Authorised Signatory			
Place : Mumbai		Date : April 28,2015	