

Ref: D: STEC:

August 6, 2018

The Manager  
**National Stock Exchange of India Ltd**  
Exchange Plaza, 5th Floor  
Plot No. C/1, G Block  
Bandra- Kurla Complex Bandra (E)  
Mumbai 400 051

The Secretary,  
**BSE Ltd**  
P J Towers,  
Dalal St,  
Mumbai 400 001

Sir,

**Ref: Scrip Code : NSE - SHRIRAMCIT and BSE - 532498**

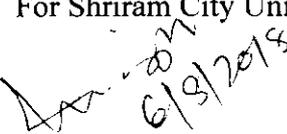
**Sub: Disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

We received an intimation from East Bridge Capital Master Fund Ltd about their acquisition of shares through market transaction as per the format specified under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

As required under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 we attach the details of their purchase of shares as per the format prescribed by SEBI pursuant to the disclosure made by East Bridge Capital Master Fund Ltd under Regulation 29(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

We request you to kindly take the above information on record.

For Shriram City Union Finance Limited

  
C R Dash  
Company Secretary  
AS

Encl: a/a

**Shriram City Union Finance Limited**

Business Solution Centre, 144, Santhome High Road, Mylapore, Chennai – 600 004. Ph: +91 44 4392 5300, Fax: +91 44 4392 5430

Regd. Office: 123, Angappa Naicken Street, Chennai - 600 001. Ph : +91 44 2534 1431

E-mail : shriramcity@shriramcity.in Website : www.shriramcity.in

Corporate Identification Number (CIN) L65191TN1986PLC012840

**Format of Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part A – Details of Acquisition**

1. Name of the Target Company (TC)	SHRIRAM CITY UNION FINANCE LIMITED		
2. Name (s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	East Bridge Capital Master Fund Ltd East Bridge Capital Master Fund I Ltd		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of the TC are Listed	NATIONAL STOCK EXCHANGE OF INDIA LIMITED BSE LTD		
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 (*)
<b>Before the acquisition under consideration, holding of:</b>			
a) Shares carrying voting rights	25,62,364	3.88	3.88
b) Voting Rights (VR) otherwise than by equity 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
d) Total (a+b+c)	25,62,364	3.88	3.88

<b>Details of the acquisition :</b>			
a) Shares carrying voting rights acquired	13,26,719	2.02	2.02
b) VRs acquired 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) acquired	NIL	NIL	NIL
d) Total (a+b+c)	<b>13,26,719</b>	<b>2.02</b>	<b>2.02</b>
<b>After the acquisition, holding of:</b>			
a) Shares carrying voting rights	38,89,083	5.90	5.90
b) VRs 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) after acquisition	NIL	NIL	NIL
d) Total (a+b+c)	<b>38,89,083</b>	<b>5.90</b>	<b>5.90</b>
Mode of acquisition (eg. open market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Market Transaction		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares etc.	Not Applicable		
Date of acquisition of shares/ date of receipt of intimation of allotment of shares / <del>VR/ warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares in the TC.</del>	August 2, 2018 August 6, 2018		
Equity Shares Capital/total voting capital of the TC before the said	₹ 65,96,85,620 (6,59,68,562 of ₹10 each)		

acquisition	
Equity Share Capital / total voting capital of the TC after the said acquisition	₹ 65,96,85,620 (6,59,68,562 of ₹10 each)
Total diluted share / voting capital of the TC after the said acquisition	₹ 65,96,85,620 (6,59,68,562 of ₹10 each)

**Part – B\*\*\***

**Name of the Target Company : Shriram City Union Finance Limited**

Name (s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/Promoter Group	PAN of the acquirer and / or PACs
East Bridge Capital Master Fund Ltd	No	
East Bridge Capital Master Fund I Ltd	No	

**Notes :**

(\*) 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.

For Shriram City Union Finance Limited

*CR Dash*  
6/8/2018  
C R Dash  
Company secretary



Place : Chennai  
Date: August 6, 2018

**East Bridge Capital Master Fund Ltd**

C/o Citco (Mauritius) Limited,  
4<sup>th</sup> Floor, Tower A, 1 Cybercity  
Ebène, Mauritius  
Tel: (230) 404 2600

3 August, 2018

Mr. C. R. Dash  
Shriram City Union Finance Limited  
144, Santhome High Road, Mylapore,  
Chennai - 600 004  
Tel. No. +91 44 4392 5300,  
Fax. No. +91 44 4392 5430  
E mail : sect@shriramcity.in  
Dear Sir:-

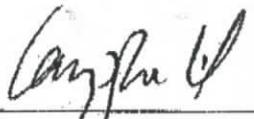
Re: Reporting of acquisition of shares of Shriram City Union Finance Ltd

Please find attached the relevant Forms as per the relevant regulations in respect of the above mentioned.

The originals are being couriered to you today.

Thank you for your attention.

Yours faithfully

  
\_\_\_\_\_  
Cory Pavlik  
Director



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## ANNEXURE-1

### Format for 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)	Shriram City Union Finance Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	East Bridge Capital Master Fund Ltd. East Bridge Capital Master Fund I 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 Limited National Stock Exchange of India 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 (**)
<b>Before the acquisition under consideration, holding of acquirer along with PACs of:</b>			
a) Shares carrying voting rights	2,562,364	3.88%	3.88%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	0	0%	0%
c) Voting rights (VR) otherwise than by equity shares	0	0%	0%
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%	0%
e) Total (a+b+c+d)	2,562,364	3.88%	3.88%
<b>Details of acquisition</b>			
a) Shares carrying voting rights acquired	1,326,719	2.02%	2.02%
b) VRs acquired otherwise than by equity shares	0	0%	0%
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying	0	0%	0%



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Securities and Exchange Board of India

category) acquired			
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	0	0%	0%
e) Total (a+b+c+/-d)	1,326,719	2.02%	2.02%
<b>After the acquisition, holding of acquirer along with PACs of:</b>			
a) Shares carrying voting rights	3,889,083	5.90%	5.90%
b) VRs otherwise than by equity shares	0	0%	0%
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%	0%
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	0	0%	0%
e) Total (a+b+c+d)	3,889,083	5.90%	5.90%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Market Transaction		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	NA		
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.	02-Aug-2018		
Equity share capital / total voting capital of the TC before the said acquisition	659,685,620		
Equity share capital/ total voting capital of the TC after the said acquisition	659,685,620		
Total diluted share/voting capital of the TC after the said acquisition	0		



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Part-B\*\*\*

Name of the Target Company:

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/ Promoter group	PAN of the acquirer and/ or PACs
East Bridge Capital Master Fund Ltd.	No	[REDACTED]
East Bridge Capital Master Fund I Ltd.	No	[REDACTED]

Signature of the acquirer / Authorised Signatory

Place: *Boston, MA, United States*

Date: *3 August 2018*

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.