

October 14, 2019

DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort Mumbai 400 023 Fax No.2272 3121/2037/2039  <b>Stock Code: 533229</b>	National Stock Exchange of India Ltd. Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex Bandra East Mumbai 400 051 Fax No.2659 8237/8238  <b>Stock Code: BAJAJCON</b>
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Dear Sir/Madam,

**Sub: Disclosure of reasons for encumbrance by Promoters of Listed Companies under SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.**

Pursuant to the SEBI Circular no. SEBI/HO/CFD/DCR1/CIR/P/2019/90 dated August 07, 2019 and Regulations 31(1) read with Regulation 28(3) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we have enclosed herewith the disclosure of reasons for encumbrance of 33,300 shares of Bajaj Consumer Care Limited pledged by the Company.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

Yours faithfully,

**For Bajaj Resources Limited**



**Suresh Maheshwari**  
**Director**  
**DIN: 00009598**



Encl:

1) Disclosure under SAST

c.c. **The Company Secretary**

Bajaj Consumer Care Limited  
Old Station Road  
Udaipur 313 001

October 14, 2019

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2) Disclosure under SAST

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Bajaj Consumer Care Limited

Old Station Road

Udaipur 313 001

**Disclosure of reasons for encumbrance**

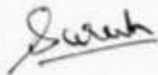
Name of listed company	Bajaj Consumer Care Limited		
Name of the recognised stock exchanges where the shares of the company are listed	1. National Stock Exchange of India Limited (NSE)		
	2. BSE Limited (BSE)		
Name of the promoter(s) / PACs whose shares have been encumbered	Bajaj Resources Limited		
Total promoter shareholding in the listed company	No. of shares and % of total share capital:		
	Particulars	No. of shares	% of total share capital
	Bajaj Resources Limited	8,83,75,000	59.90%
	KNB Enterprises LLP	75,000	0.05%
	SKB Roop Commercial Enterprises LLP	75,000	0.05%
	<b>Total</b>	<b>8,85,25,000</b>	<b>60.00%</b>
Encumbered shares as a % of promoter shareholding	No of Shares Encumbered and Encumbered shares as a % of promoter shareholding:		
	Particulars	No of Shares Encumbered	Encumbered shares as a % of promoter shareholding
	Bajaj Resources Limited	5,61,09,900	63.38
	KNB Enterprises LLP	-	-
	SKB Roop Commercial Enterprises LLP	-	-
Whether encumbered share is 50% or more of promoter shareholding (Yes/No)	Yes		
Whether encumbered share is 20% or more of total share capital (Yes/No)	Yes		



Particulars		Encumbrance		
		1	2	
Date of creation of encumbrance		10.10.2019	10.10.2019	
Type of encumbrance (pledge, lien, negative lien, non-disposal undertaking etc. or any other covenant, transaction, condition or arrangement in the nature of encumbrance)		Pledge	Pledge	
No. and % of shares encumbered	No. of Shares	23,100	10,200	
	% of total share capital	0.02	0.01	
Specific details about the encumbrance	Name of the entity in whose favour shares encumbered (X)	Axis Finance Limited	Axis Finance Limited	
	Whether the entity X is a scheduled commercial bank, public financial institution, NBFC or housing finance company? If No, provide the nature of the business of the entity.	Yes, NBFC	Yes, NBFC	
	Names of all other entities in the agreement	Listed company and its group companies (if any):	1.Ma Multi- Trade Private Ltd.	1. Bajaj Capital Ventures Private Limited
		Other entities (if any):	-	-
			-	-
	Whether the encumbrance is relating to any debt instruments viz. debenture, commercial paper, certificate of deposit etc.? If yes, provide details about the instrument, including credit rating	YES / NO If yes,	No	No
1.Name of the issuer				
2.Details of the debt				
3.Instrument Whether the debt instrument is listed on stock exchanges				
4.Credit Rating of the debt instrument				
Security Cover /Asset Cover	Value of shares on the date of event / agreement (A)*	55,53,240	24,52,080	
	Amount involved (against which shares have been encumbered) (B)	45,00,00,000	35,00,00,000	
	Ratio of A / B	0.01	0.01	
End use of money	Borrowed amount to be utilized for what purpose :	(a) Personal use by promoters and PACs	Yes	
		(b) For the benefit of listed company		
		(a) Any other reason (please specify)	-	

\*Value as per Closing price of NSE as on 10.10.2019 i.e. Rs. 240.40/-.

For Bajaj Resources Limited



Suresh Maheshwari  
Director  
DIN : 00009598  
Date : 14.10.2019  
Place : Mumbai

