



IPAMC/14(II)/21-22
July 15, 2021

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 hold equity shares of Matrimony.com Limited (the Company) (whose shares are listed on your Stock Exchange).

In this regard, kindly note that one of the schemes (ICICI Prudential Technology Fund) of the Fund has done net purchase of 50,000 shares of the Company on July 13, 2021.

As a result of the aforesaid transactions, the shareholding of the Fund has exceeded 5% of the paid-up capital of the Company and stands at 5.04% as on July 13, 2021.

Details of shareholding as on July 13, 2021 is as below:

Name of the scheme	Total share holdings as on July 13, 2021	% of shares/voting rights to total paid up capital of the Company as on July 13, 2021
ICICI Prudential Large & Mid Cap Fund	200,000	0.87%
ICICI Prudential Technology Fund	176,579	0.77%
ICICI Prudential Midcap Fund	268,077	1.17%
ICICI Prudential Smallcap Fund	507,245	2.22%

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.

Thanking you.

Sincerely

For ICICI Prudential Asset Management Company Limited

**RAKESH
RAMESH
SHETTY**
Sd/-

Digitally signed by RAKESH RAMESH SHETTY
DN: c=IN, o=ICICI Prudential Asset Management
Company Limited, ou=Asset Management
Company, postalCode=400002,
st=Maharashtra,
2.5.4.20=d99735958e5e6d6c7d17116d862670
67d6742903c3467024d8b29751ade773,
serialNumber=672c17e623b7c9cdd080de15
218482c4b0a4e6c2e0f2e295d9d4874022c34e,
cn=RAKESH RAMESH SHETTY
Date: 2021.07.15 16:27:02 +05'30'

Rakesh Shetty
Head – Compliance and Company Secretary
Encl: As above

ICICI Prudential Asset Management Company Limited
Corporate Identity Number: U99999DL1993PLC054135

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

Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com

Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Mumbai - 400063.

Tel: 022 2685 2000 Fax: 022 26868313

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

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)	Matrimony.com Limited		
Name(s) of the acquirer and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential 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	BSE Limited, National Stock Exchange Limited		
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 (**)
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	11,01,901	4.82	
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)	11,01,901	4.82	
Details of acquisition			
a) Shares carrying voting rights acquired	50,000	0.22	
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)	50,000	0.22	

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After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	11,51,901	5.04	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others) Shares pledged 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)	11,51,901	5.04	
(Note: the percentages have been rounded off to the nearest number)			
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.	July 13, 2021		
Equity share capital/total voting capital of the TC before the said acquisition	2,28,72,806		
Equity share capital/total voting capital of the TC after the said acquisition	2,28,72,806		
Total diluted share/voting capital of the TC after the said acquisition	2,28,72,806		

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