

September 15, 2014

**National Stock Exchange of India Limited**  
Listing Department  
Exchange Plaza  
Bandra Kuria Complex  
Bandra (East), Mumbai-400 051

**Sub: Initial Public Offering of Shemaroo Entertainment Limited (the "Company") - Equity Shares allocated to Anchor Investors pursuant to the Red Herring Prospectus dated September 2, 2014 filed with the Registrar of Companies, Maharashtra at Mumbai and in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended ("SEBI Regulations")**

**PRICE BAND: ₹ 155 TO ₹ 170 PER EQUITY SHARE OF FACE VALUE OF ₹ 10 EACH**

Out of the total Issue size, the portion available for allocation of Equity Shares to the Anchor Investors aggregates to an amount of up to ₹ 3,600.00 lakhs. The IPO Committee of the Board of Directors of the Company at its meeting held on September 15, 2014 has finalized allocation of 2,117,605 Equity Shares to Anchor Investors at ₹ 170 per Equity Share (including share premium of ₹ 160 per Equity Share) aggregating to an amount of ₹ 3,599.93 lakhs, in the following manner:

Sr. No.	Name of the Anchor Investor	No. of Equity Shares allocated	Anchor Investor Allocation Price per Equity Share (In ₹)	Equity Share Capital allocated as a percentage of the Issue size available for allocation to the Anchor Investors <sup>(1)</sup>
1	HDFC Trustee Co. Ltd. – HDFC Prudence Fund	882,300.00	170	41.66%
2	HDFC Trustee Co. Ltd. - HDFC Capital Builder Fund	294,185.00	170	13.89%
3	Birla Sun Life Trustee Company Private Limited A/C Birla Small & Midcap Fund	117,045.00	170	5.53%
4	Birla Sun Life Mutual Fund A/C Birla Sun Life Emerging Leaders Fund-Series 1	117,640.00	170	5.56%
5	Birla Sun Life Mutual Fund A/C Birla Sun Life Emerging Leaders Fund-Series 2	88,230.00	170	4.17%
6	Birla Sun Life Mutual Fund A/C Birla Sun Life Emerging Leaders Fund-Series 3	190,060.00	170	8.98%
7	Birla Sun Life Mutual Fund A/C Birla Sun Life Emerging Leaders Fund-Series 4	104,210.00	170	4.92%
8	Birla Sun Life Trustee Company Private Limited A/C Birla Sun Life Pure Value Fund	254,405.00	170	12.01%
9	Birla Sun Life Trustee Company Private Ltd. A/C Birla Sun Life New Millennium Fund	69,530.00	170	3.28%
	<b>Total</b>	<b>2,117,605</b>		<b>100%</b>

Note: (1) Rounded off to two decimals




As per the SEBI Regulations, if the Issue Price discovered through the book building process is higher than the price at which Anchor Investors have been allocated Equity Shares, Anchor Investors would be required to bring in the additional amount within the pay-in date mentioned in the Anchor Investor Allocation Notice.

We request you to make the above mentioned information public by disclosing it on your website.

Capitalized terms not defined herein will have the same meaning as ascribed to such terms in the RHP.

Thanking you,

For Shemaroo Entertainment Limited

  
Ankit Singh  
(Company Secretary & Compliance Officer)



Mumbai  
September 15, 2014

Cc:

- 1) The Securities and Exchange Board of India, Mumbai
- 2) BSE Limited