



**SHRIRAM**  
Mutual Fund

# Shriram Asset Management Co. Ltd.

106, Shiv Chambers, 'B' Wing, 1st Floor, Sector 11

C.B.D. Belapur, Navi Mumbai-400 614

Phone : +91-22-27579301/7556, Fax : +91-22-27566634

October 14, 2013

To,  
The Secretary  
**BSE LIMITED**  
P J Towers, Dalal Street,  
Mumbai- 400 001

Dear Sir,

**Sub: Clause 35 for the Quarter ended September 30, 2013.**

Pursuant to Clause 35 of the Listing Agreement, kindly find herewith the following Statements / Returns for the Quarter ended September 30, 2013.

➤ Shareholding Pattern pursuant to Clause 35 of the Listing Agreement.

You are requested to take the above information on record.

Thanking You,

Yours Faithfully,

**for SHRIRAM ASSET MANAGEMENT COMPANY LIMITED**

*Reena Yadav*

**REENA YADAV**  
**COMPANY SECRETARY**

**Encl: As above**



SEBI Registration No. MF/017/94/4

Regd. Office : Wockhardt Towers, 2nd Floor, East Wing, C-2, G Block, Bandra Kurla Complex, Bandra (East), Mumbai-400 051

Admin. Head Office : CK-6, 2nd Floor, Sector-II, Salt Lake City, Kolkata-700 091

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Website : [www.shriramamc.com](http://www.shriramamc.com)



Introductory sub-table (I)(a)			
Name of the Company: SHRIRAM ASSET MANAGEMENT COMPANY LIMITED			
Scrip Code, Name of the scrip, class of security: 531359			
Quarter ended: 30/09/2013			
Partly paid-up shares:-	No. of partly paid-up shares	As a % of total no. of partly paid-up shares	As a % of total no. of shares of the company
Held by promoter/promoter group	0	0	0
Held by public	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
Outstanding convertible securities:-	No. of outstanding securities	As a % of total no. of outstanding convertible securities	As a % of total no. of shares of the company, assuming full conversion of the convertible securities
Held by promoter/promoter group	0	0	0
Held by public	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
Warrants:-	No. of warrants	As a % of total no. of warrants	As a % of total no. of shares of the company, assuming full conversion of warrants
Held by promoter/promoter group	0	0	0
Held by public	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>
Total paid-up capital of the company, assuming full conversion of warrants and convertible securities	6,00,00,000 (60,00,000 Equity Shares of Rs.10/- each fully Paid up)* *Company also has 200000 (Two Lac) Redeemable Non - Convertible Preference Shares of Rs.100/- each fully Paid up which are not listed and are held in physical form		





Statement Showing Shareholding Pattern

Category code	Category of Shareholder	Table (I)(a)						
		Number of Shareholders	Total number of shares	Number of shares held in dematerialized form	Total shareholding as a percentage of total number of shares		Shares Pledged or otherwise encumbered	
					As a percentage of (A+B) <sup>1</sup>	As a percentage of (A+B+C)	Number of shares	As a percentage
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX) = (VIII)/(IV)*100
(A)	<b>Shareholding of Promoter and Promoter Group<sup>2</sup></b>							
1	<b>Indian</b>							
(a)	Individuals/ Hindu Undivided Family	0	0	0	0.00	0.00	0	0.00
(b)	Central Government/ State Government(s)	0	0	0	0.00	0.00	0	0.00
(c)	Bodies Corporate	1	2560010	2560010	42.67	42.67	0	0.00
(d)	Financial Institutions/ Banks	0	0	0	0.00	0.00	0	0.00
(e)	Any Others(Specify)	0	0	0	0.00	0.00	0	0.00
	<b>Sub Total(A)(1)</b>	<b>1</b>	<b>2560010</b>	<b>2560010</b>	<b>42.67</b>	<b>42.67</b>	<b>0</b>	<b>0.00</b>
2	<b>Foreign</b>							
a	Individuals (Non-Residents Individuals/ Foreign Individuals)	0	0	0	0.00	0.00	0	0.00
b	Bodies Corporate	0	0	0	0.00	0.00	0	0.00
c	Institutions	0	0	0	0.00	0.00	0	0.00
d	Qualified Foreign Investor	0	0	0	0.00	0.00	0	0.00
e	Any Others(Specify)	0	0	0	0.00	0.00	0	0.00
	<b>Sub Total(A)(2)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>
	<b>Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)</b>	<b>1</b>	<b>2560010</b>	<b>2560010</b>	<b>42.67</b>	<b>42.67</b>	<b>0</b>	<b>0.00</b>
(B)	<b>Public shareholding</b>							
1	<b>Institutions</b>							
(a)	Mutual Funds/ UTI	0	0	0	0.00	0.00	0	0.00
(b)	Financial Institutions / Banks	0	0	0	0.00	0.00	0	0.00
(c)	Central Government/ State Government(s)	0	0	0	0.00	0.00	0	0.00
(d)	Venture Capital Funds	0	0	0	0.00	0.00	0	0.00
(e)	Insurance Companies	0	0	0	0.00	0.00	0	0.00
(f)	Foreign Institutional Investors	0	0	0	0.00	0.00	0	0.00
(g)	Foreign Venture Capital Investors	0	0	0	0.00	0.00	0	0.00
(h)	Qualified Foreign Investor	0	0	0	0.00	0.00	0	0.00
(i)	Any Other (specify)	0	0	0	0.00	0.00	0	0.00
	<b>Sub-Total (B)(1)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>
B 2	<b>Non-institutions</b>							
(a)	Bodies Corporate	33	355457	185627	5.92	5.92	0	0.00
(b)	Individuals							
I	Individuals -i. Individual shareholders holding nominal share capital up to Rs 1 lakh	949	698649	430209	11.64	11.64	0	0.00
II	ii. Individual shareholders holding nominal share capital in excess of Rs. 1 lakh.	28	2377255	1771555	39.62	39.62	0	0.00
(c)	NRI	1	45	45	0.00	0.00	0	0.00
(d)	Any Other (specify)	0	0	0	0.00	0.00	0	0.00
(d-i)	Hindu Undivided Family	13	8584	8584	0.14	0.14	0	0.00
(d-ii)	Clearing Members	0	0	0	0.00	0.00	0	0.00
	<b>Sub-Total (B)(2)</b>	<b>1024</b>	<b>3439990</b>	<b>2396020</b>	<b>57.33</b>	<b>57.33</b>	<b>0</b>	<b>0.00</b>
(B)	<b>Total Public Shareholding (B)= (B)(1)+(B)(2)</b>	<b>1024</b>	<b>3439990</b>	<b>2396020</b>	<b>57.33</b>	<b>57.33</b>	<b>0</b>	<b>0.00</b>
	<b>TOTAL (A)+(B)</b>	<b>1025</b>	<b>6000000</b>	<b>4956030</b>	<b>100.00</b>	<b>100.00</b>	<b>0</b>	<b>0.00</b>
(C)	<b>Shares held by Custodians and against which Depository Receipts have been issued</b>							
1	Promoter and Promoter Group	0	0	0	0.00	0.00	0	0.00
2	Public	0	0	0	0.00	0.00	0	0.00
	<b>Sub-Total (C)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>
	<b>GRAND TOTAL (A)+(B)+(C)</b>	<b>1025</b>	<b>6000000</b>	<b>4956030</b>	<b>100.00</b>	<b>100.00</b>	<b>0</b>	<b>0.00</b>



**(I)(b) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Promoter and Promoter Group"**

Sr. No.	Name of the shareholder	Details of Shares held		Encumbered shares (*)			Details of warrant		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital
		Number of shares held	As a % of grand total (A) +(B) +( C )	No.	As a percentage	As a % of grand total (A)+(B)+(C) of sub-clause (I)(a )	Number of warrants held	As a % total number of warrants of the same class	Number of convertible securities held	As a % total number of convertible securities of the same class	
(I)	(II)	(III)	(IV)	(V)	(VI)=(V)/(III)*100	(VII)	(VIII)	(IX)	(X)	(XI)	(XII)
1	SHRIRAM CREDIT COMPANY LIMITED	2560010	42.67	0	0.00	0.00	0	0	0	0	0
<b>TOTAL</b>		2560010	42.67	0	0.00	0.00	0	0	0	0	0

(\*) The term "encumbrance" has the same meaning as assigned to it in regulation 28(3) of the SAST Regulations, 2011

**Note:**

1. The Promoter Group as defined under Section 2(1)(zb) of Securities And Exchange Board Of India (Issue Of Capital And Disclosure Requirements) Regulations, 2009 : (1) Shriram Ownership Trust, (2) Shriram Capital Limited, (3) Shriram Wealth Advisors Limited, (4) Shriram Insight Share Brokers Limited, (5) Shriram Fortune Solutions Limited, (6) Shriram Financial Products Solutions (Chennai) Private Limited, (7) Insight Commodities and Futures Private Limited, (8) Shriram Financial Ventures (Chennai) Private Limited

2. The Persons Acting in Concert (PAC), as defined in the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (SAST Regulations, 2011) for the purpose of Regulation 10 of SAST Regulations, 2011 : (i) Shriram Transport Finance Company Limited, (ii) Shriram Retail Holdings Private Limited, (iii) Shriram Life Insurance Company Limited, (iv) Shriram General Insurance Company Limited, (v) Bharat Reinsurance Brokers Private Limited, (vi) Shriram Overseas Investments Private Limited, (vii) Shriram Investments Holdings Limited, (viii) Shriram Automall India Limited, (ix) Shriram Equipment Finance Company Limited, (x) Shriram Insurance Broking Company Limited (xi) Shriram City Union Finance Limited, (xii) Shriram Housing Finance Limited, (xiii) Shriram Enterprise Holdings Private Limited, (xiv) Sanlam Emerging Markets (Mauritius) Limited, (xv) Bharat Investment Pte Limited, Singapore, (xvi) Shriram Mutual Fund, (xvii) Mr. S. Krishnamurthy (Trustee of Shriram Mutual Fund), (xviii) Mr. S M Prabakaran (Trustee of Shriram Mutual Fund), (xix) Mr. V.N. Shivashankar (Trustee of Shriram Mutual Fund).

3. All the entities mentioned in Note No. 1 and Note No. 2 are PACs not less than three years (except the entity at Sr. No. (6) and (8) at Note No. 1 and Sr. No. (x), (xii), (xiv), (xvii) and (xix) in Note No 2 which are PACs for less than three years).

4. None of the above-mentioned entities in Note No.1 and 2 hold any shares in the Company.





**(I)(c)(i) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Public" and holding more than 1% of the total number of shares**

Sr. No.	Name of the shareholder	Number of shares held	Shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}	Details of warrants		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital
				Number of warrants held	As a % total number of warrants of the same class	Number of convertible securities held	% w.r.t total number of convertible securities of the same class	
1	KRISHNAN G J R	250000	4.17	0	0	0	0	0
2	VIJAYA G	232900	3.88	0	0	0	0	0
3	SANKAR R	229980	3.83	0	0	0	0	0
4	SFV SELVARAJ	189921	3.17	0	0	0	0	0
5	VENKATESHWARAN N	189000	3.15	0	0	0	0	0
6	HITESH RAMJI JAVERI	167783	2.80	0	0	0	0	0
7	BHUVANASUNDARI	140000	2.33	0	0	0	0	0
8	GEORGE STEPHEN	140000	2.33	0	0	0	0	0
9	N VENKATESWARAN	128600	2.14	0	0	0	0	0
10	DISCOVERY FINANCIAL SERVICES PRI	100000	1.67	0	0	0	0	0
11	H A NARAYANAN	90000	1.50	0	0	0	0	0
12	M BHUVANASUNDARI	90000	1.50	0	0	0	0	0
13	M NARAYANAN	85700	1.43	0	0	0	0	0
14	INTEGRATED ADVISORY SERVICES LTD	60000	1.00	0	0	0	0	0
<b>TOTAL</b>		<b>2093884</b>	<b>34.90</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>





**(I)(c)(ii) Statement showing holding of securities (including shares, warrants, convertible securities) of persons (together with PAC) belonging to the category "Public" and holding more than 5% of the total number of shares of the company**

Sr. No.	Name(s) of the shareholder(s) and the Persons Acting in Concert (PAC) with them	Number of shares	Shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}	Details of warrants		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital
				Number of warrants	As a % total number of warrants of the same class	Number of convertible securities held	% w.r.t total number of convertible securities of the same class	
1	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
<b>TOTAL</b>		NIL	NIL	NIL	NIL	NIL	NIL	NIL





**(I)(d) Statement showing details of locked-in shares**

Sr. No.	Name of the shareholder	Number of locked-in shares	Locked-in shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}
1	NIL	NIL	NIL
<b>TOTAL</b>		<b>NIL</b>	<b>NIL</b>



**(II)(a) Statement showing details of Depository Receipts (DRs)**

Sr. No.	Type of outstanding DR (ADRs, GDRs, SDRs, etc.)	Number of outstanding DRs	Number of shares underlying outstanding DRs	Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}
1	NIL	NIL	NIL	NIL
<b>TOTAL</b>		<b>NIL</b>	<b>NIL</b>	<b>NIL</b>







**(II)(b) Statement showing holding of Depository Receipts (DRs), where underlying shares held by "promoter/promoter group" are in excess of 1% of the total number of shares**

Sr. No.	Name of the DR Holder	Type of outstanding DR (ADRs, GDRs, SDRs, etc.)	Number of shares underlying outstanding DRs	Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}
1	NIL	NIL	NIL	NIL
<b>TOTAL</b>		<b>NIL</b>	<b>NIL</b>	<b>NIL</b>

