

April 3, 2013

Department of Corporate Services, Bombay Stock Exchange Ltd, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001	Listing Department, National Stock Exchange of India Ltd, Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051
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Subject: Disclosure of share holding obtained Reg. 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Reg. 13 (1) of SEBI [Prohibition of] Insider Trading Regulations, 1992

Dear Sir/Madam,

Please find enclosed herewith disclosure of change in shareholding, obtained under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Regulation – 13 (1) of SEBI [Prohibition of] Insider Trading Regulations, 1992.

HDFC Asset Management Company Ltd (under its schemes- HDFC Equity Fund and HDFC Prudence Fund) has informed us that they have bought 500,000 shares aggregating to 0.46% of the total equity of the Company. Their total shareholding in the company after this acquisition is 5,834,632 equity shares aggregating to 5.34% of the total equity capital of Info Edge (India) Limited.

The attached disclosures in the designated forms are self explanatory & forwarded for your information and records.

You are requested to take the same on record.

Thanking you,

For Info Edge (India) Ltd,



Amit Gupta
Company Secretary & Compliance Officer
Enc: a/a

Pages 1+4 = 5

By Fax and Hand Delivery

April 3, 2013

Mr. Amit Gupta
 Company Secretary
 INFO EDGE (INDIA) LTD
 GF-12A, 94, Meghdoot Building,
 Nehru Place
 New Delhi-110019
 Tel No: 011-4140592/93/94

Dear Sir,

Sub: Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Regulation 13(1) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

In accordance with Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Regulation 13(1) and 13(6) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, we wish to inform you that the holdings of below-mentioned schemes of HDFC Mutual Fund in "Info Edge (India) Limited" (the Company) as at close of business hours on April 2, 2013 was 5.34% of paid up equity share capital of the said Company (Paid up Equity Share Capital being Rs. 10,91,810,240/- comprising 109,181,024 equity shares of Rs.10/- each).

Scheme Name	No. of Shares Held	% of Total Paid - Up Capital of the Company
HDFC Equity Fund	3,907,526.00	3.58
HDFC Prudence Fund	1,927,106.00	1.77
Total	5,834,632.00	5.34


In compliance with Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith the prescribed format for disclosure of details of acquisition to target company and stock exchanges where the shares of the target company are listed.

In compliance with Regulation 13(1) and 13(6) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, please also find attached herewith the prescribed Form A giving details of acquisition of 5% or more shares or voting rights in a listed company.

Kindly acknowledge receipt of the same.

Thanking you,

Yours faithfully,
 For HDFC Asset Management Company Limited


 Dinesh Bhakade
 Senior Manager - Compliance
 Encl: As above
 CC:

1. Listing Department
 National Stock Exchange of India Limited
 Exchange Plaza,
 Bandra - Kurla Complex
 Bandra (E)
Mumbai - 400 051.
 Tel.: 022- 2659 8190/
 Fax: 022- 2659 8191

2. Listing Department
 Bombay Stock Exchange Limited
 Phiroze Jeejeebhoy Towers
 Dalal Street
Mumbai - 400 023.
 Fax: 022-2272 1919

HDFC Asset Management Company Limited
 A Joint Venture with Standard Life Investments

Compliance Department: 3rd Floor, Mistry Bhawan, 122, Backbay Reclamation, Dinshaw Vachha Road, Churchgate, Mumbai - 400 020.
 Tel. 6631 6333 Fax: 6656 0203 Website: www.hdfcfund.com

Registered Office: Ramon House, 3rd floor, H.T. Parekh Marg, 169, Backbay Reclamation, Churchgate, Mumbai 400 020

Annexure A

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

1. Name of the Target Company (TC)	Info Edge (India) Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund: <ul style="list-style-type: none"> • HDFC Equity Fund • HDFC Prudence Fund 		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock Exchange of India Limited		
5. Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
<u>Before the acquisition under consideration, holding of :</u>			
a) Shares carrying voting rights	5,334,632	4.89	N.A.
b) Voting rights (VR) 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)	0	0	0
Total (a+b+c)	5,334,632	4.89	N.A.



Details of acquisition			
a) Shares carrying voting rights acquired	5,00,000	0.46	N.A.
b) VRs acquired otherwise than by equity shares	0	0	N.A.
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	0	0	N.A.
After the acquisition, holding of:			
a) Shares carrying voting rights	5,834,632	5.34	N.A.
b) VRs otherwise than by equity shares	0	0	N.A.
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	N.A.
Total (a+b+c)	5,834,632	5.34	N.A.
6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Open Market		



7. 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.	April 2, 2013
8. Equity share capital / total voting capital of the TC before the said acquisition	109,181,024 equity shares of Rs.10/- each
9. Equity share capital/ total voting capital of the TC after the said acquisition	109,181,024 equity shares of Rs.10/- each
10. Total diluted share/voting capital of the TC after the said acquisition	N.A.

Note :- Percentages given above are rounded off to two decimal places.

(*) 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.

For HDFC Asset Management Company Limited



Dinesh Bhakade
Senior Manager –Compliance

Place: Mumbai

Date: April 3, 2013



FORM A - Regulation 13(1) & (b) - Details of acquisition of 5% or more shares in a listed company

Name, PAN No. & Address of the Shareholder with telephone number	Shareholding prior to acquisition	No. and percentage of shares / voting rights acquired	Date of receipt of allotment / advice, Date of acquisition / Sale	Date of intimation to the Company	Mode of acquisition (market purchase / public rights / preferential offer, etc.)	Shareholding subsequent to acquisition	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value (in ₹)
HDFC Mutual Fund, PAN No. AAAT11889A, Karnan House, 3rd Floor, H. T. Parekh Marg, 169 Backbay Reclamation, Churchgate, Mumbai - 400 020 Tel - 022 - 66344333	HDFC Trustee Company Limited A/C - HDFC Equity Fund 3,407,526 equity shares amounting to 3.12% of the paid up equity share capital	Purchase of 5,00,000 equity shares amounting to 0.46% of the paid up equity share capital	April 2, 2013	April 3, 2013	Market Purchase	3,407,526 equity shares amounting to 3.58% of the paid up equity share capital	India Infotrade Ltd. SEBI Registration No. INR-0110927533	BSE	400,000	141,99,60,000
	HDFC Trustee Company Limited A/C - HDFC Prudence Fund 1,927,106 equity shares amounting to 1.77% of the paid up equity share capital	N/A	April 2, 2013	April 3, 2013	N.A.	1,927,106 equity shares amounting to 1.77% of the paid up equity share capital	N.A.	N/A	N/A	N/A
	Total	5,00,000 equity shares amounting to 0.46% of the paid up equity share capital				5,834,632 equity shares amounting to 5.34% of the paid up equity share capital				35,477,880,000

Note: Percentage(s) given above rounded off to two decimal places.

Date: April 3, 2013
Place: Mumbai

Through: bhakade
Senior Manager - Compliance