

November 27, 2018

To,  
The Secretary  
**BSE Limited**  
P J Towers,  
Dalal Street,  
Mumbai – 400 001

**Scrip Code: 531359**

Dear Sir,

**Sub: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015: Intimation of Launch of new scheme “Shriram Long Term Equity Fund”**

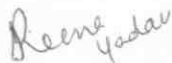
Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that the Shriram Asset Management Company Limited (the “Company”), the Investment Managers of Shriram Mutual Fund will launch a new scheme “Shriram Long Term Equity Fund”. The Scheme Information Document and Key Information Memorandum of “Shriram Long Term Equity Fund” along with other required documents have been filed with the Securities and Exchange Board of India (SEBI) on November 26, 2018.

The NFO will be open on December 17, 2018 and will close on January 18, 2019.

You are requested to take the above information on record.

Thanking you,

Yours faithfully,  
for **SHRIRAM ASSET MANAGEMENT COMPANY LIMITED**



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

## Shriram Asset Management Company Limited

SEBI Registration No. MF/017/94/4, CIN : L65991MH1994PLC079874

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