

SouFun Holdings Ltd  
Form SC 13D/A  
February 20, 2014

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UNITED STATES

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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SCHEDULE 13D/A

(Amendment No. 7)

Under the Securities Exchange Act of 1934

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SouFun Holdings Limited  
(Name of Issuer)

Class A ordinary shares, par value HK\$1.00 per share  
(Title of Class of Securities)

836034108\*\*  
(CUSIP Number)

Amit Gupta  
6th Floor, Tower A  
1 CyberCity, Ebene, Mauritius  
+230 (403) 6074  
(Name, Address and Telephone Number of  
Person Authorized to Receive Notices  
and Communications)

With a copy to:

Thomas J. Murphy  
c/o General Atlantic Service Company, LLC  
55 East 52nd Street, 32nd Floor  
New York, New York 10055  
(203) 629-8600

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February 18, 2014  
(Date of Event which Requires Filing  
of this Statement)

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If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 1(f) or 1(g), check the following box [  ].

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-1(a) for other parties to whom copies are to be sent.

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

\*\* This CUSIP applies to the American Depositary Shares, evidenced by American Depositary Receipts, each representing one Class A ordinary share. No CUSIP has been assigned to the Class A ordinary shares.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1 NAME OF REPORTING PERSON OR  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

General Atlantic LLC

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)   
(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

OO

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO  
ITEMS 2(d) or 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

7 SOLE VOTING POWER

NUMBER OF 4,500,000

SHARES 8 SHARED VOTING POWER

BENEFICIALLY OWNED BY EACH

REPORTING 9 SOLE DISPOSITIVE POWER

PERSON WITH 4,500,000

10 SHARED DISPOSITIVE POWER

-0-

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

4,500,000

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN  
SHARES

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

7.9%

14 TYPE OF REPORTING PERSON

OO

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1 NAME OF REPORTING PERSON OR  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

General Atlantic Mauritius Limited

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)

(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

OO

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO  
ITEMS 2(d) or 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

Mauritius

7 SOLE VOTING POWER

NUMBER OF 4,500,000

SHARES 8 SHARED VOTING POWER

BENEFICIALLY OWNED BY EACH

REPORTING 9 SOLE DISPOSITIVE POWER

PERSON WITH 4,500,000

10 SHARED DISPOSITIVE POWER

-0-

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

4,500,000

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN  
SHARES

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

*7.9%*

14 TYPE OF REPORTING PERSON

CO

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1 NAME OF REPORTING PERSON OR  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

General Atlantic GenPar (Mauritius) Limited

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)

(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

OO

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO  
ITEMS 2(d) or 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

Mauritius

7 SOLE VOTING POWER

NUMBER OF 4,500,000

SHARES 8 SHARED VOTING POWER

BENEFICIALLY OWNED BY  
EACH

-0-

9 SOLE DISPOSITIVE POWER

REPORTING PERSON WITH  
4,500,000

10 SHARED DISPOSITIVE POWER

-0-

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SHARES

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

*7.9%*

14 TYPE OF REPORTING PERSON

CO

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Item 1. Security and Issuer.

This Amendment No. 7 (this “Amendment”) to the Schedule 13D filed on September 30, 2010, as amended by Amendment No. 1 to such Schedule 13D filed on November 6, 2012, Amendment No. 2 to such Schedule 13D filed on November 28, 2012, Amendment No. 3 to such Schedule 13D filed on August 26, 2013, Amendment No. 4 to such Schedule 13D filed on September 16, 2013, Amendment No. 5 to such Schedule 13D filed on November 15, 2013 and Amendment No. 6 to such Schedule 13D filed on February 14, 2014, relates to the Class A ordinary shares, par value HK\$1.00 per share (the “Class A ordinary shares”) and American Depositary Shares (the “ADSs”) evidenced by American Depositary Receipts, each representing one Class A ordinary share, in each case, of SouFun Holdings Limited (the “Company”), and is being filed to amend the Schedule 13D as specifically set forth below. The principal executive offices of the Company are located at F9M, Building 5, Zone E, Hanwei International Plaza, Fengmao South Road, Fengtai District, Beijing 100070, People’s Republic of China.

The Company’s ADSs are listed on the New York Stock Exchange under the symbol “SFUN.” The Reporting Persons own both Class A ordinary shares and ADSs.

Unless otherwise indicated, all capitalized terms shall have the meanings ascribed to them in the Schedule 13D, and unless otherwise amended hereby, all information previously filed remains in effect.

Item 2. Identity and Background.

Item 2 is hereby amended and restated as follows:

This Statement is being filed by a group, as defined in Rule 13d-5 of the General Rules and Regulations promulgated under the Securities Exchange Act of 1934, as amended (the “Exchange Act”). The members of the group are General Atlantic LLC, a Delaware limited liability company (“GA”), General Atlantic GenPar (Mauritius) Limited, a Mauritius private company limited by shares (“GenPar”), and General Atlantic Mauritius Limited, a Mauritius private company limited by shares (“GA Mauritius”). GenPar owns a majority of GA Mauritius’ voting shares. GA owns all the outstanding shares of GenPar. The Managing Directors of GA are listed on Schedule B hereto (collectively, the “GA Managing Directors”). The information required by General Instruction C to Schedule 13D with respect to (i) the executive officers and directors of GA Mauritius and GenPar is listed on Schedule A hereto and (ii) the GA Managing Directors is listed on Schedule B hereto. The present principal occupation of each GA Managing Director is as a managing director at GA. As discussed under Item 6, Mr. Xuesong Jeff X. Leng has been designated by GA Mauritius to be appointed as a member of the board of directors of the Company. GA is located at c/o General Atlantic Service Company, LLC, 55 East 52nd Street, 32nd Floor, New York, New York 10055. GenPar and GA Mauritius are located at 6th Floor, Tower A, 1 CyberCity, Ebene, Mauritius. Each of the Reporting Persons is engaged in acquiring, holding and disposing of interests in various companies for investment purposes.

None of the Reporting Persons has, during the last five years, been (i) convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors) or (ii) a party to a civil proceeding of a judicial or administrative body of competent jurisdiction or subject to any judgment, decree or final order finding any violation of federal or state securities laws or enjoining future violations of, or prohibiting or mandating activities subject to, such laws.

Item 3. Source and Amount of Funds or Other Consideration.

No material change.

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Item 4. Purpose of Transaction.

Item 4 is hereby amended by restating the final paragraph thereof as follows:

“Between February 10, 2014 and February 19, 2014, GA Mauritius sold an aggregate of 4,610,851 ADSs (representing 4,610,851 Class A ordinary shares) in open market transactions. In connection with and prior to the sale, GA Mauritius deposited an aggregate of 4,600,052 Class A ordinary shares against the issuance of a like amount of ADSs, which were sold together with ADSs on hand.”

Item 5. Interest in Securities of the Issuer.

Item 5 is hereby amended and restated as follows:

All ownership percentages set forth herein assume that there are 57,196,844 Class A ordinary shares outstanding, as reported in the Company’s Form 6-K filed with the Securities and Exchange Commission on November 22, 2013.

(a) As of the date hereof, each of the Reporting Persons may be deemed to beneficially own 4,500,000 Class A ordinary shares (which includes 10,540 Class A ordinary shares underlying a like amount of ADSs), representing 7.9% of the Company’s issued and outstanding Class A ordinary shares.

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By virtue of the fact that (i) GenPar owns a majority of GA Mauritius' voting shares and (ii) GA owns all of the outstanding shares of GenPar, the Reporting Persons may be deemed to have the power to vote and direct the disposition of the Class A Ordinary Shares and ADSs owned of record by GA Mauritius. As a result, as of the date hereof, each of the Reporting Persons may be deemed to own beneficially an aggregate of 4,500,000 Class A ordinary shares (which includes 10,540 Class A ordinary shares underlying a like amount of ADSs), calculated on the basis of the number of Class A ordinary shares that may be acquired by the Reporting Persons within 60 days, or 7.9% of the Company's issued and outstanding Class A ordinary shares.

(b) Each of the Reporting Persons has the shared power to direct the vote and the shared power to direct the disposition of the 4,500,000 Class A ordinary shares that may be deemed to be owned beneficially by each of them.

(c) Except as set forth in this Item 5(c), Item 3, or otherwise herein, to the knowledge of the Reporting Persons with respect to the persons named in response to Item 5(a), none of the persons named in response to Item 5(a) has effected any transactions in the Class A ordinary shares during the past 60 days.

On February 10, 2014, GA Mauritius sold 475,000 ADSs (representing 475,000 Class A ordinary shares), at a price of \$80.1981 per ADS, in an open market transaction. In connection with and prior to the sale, GA Mauritius deposited an aggregate of 473,887 Class A ordinary shares against the issuance of a like amount of ADSs, which were sold together with ADSs on hand.

On February 11, 2014, GA Mauritius sold 75,000 ADSs (representing 75,000 Class A ordinary shares), at a price of \$78.3216 per ADS, in an open market transaction. In connection with and prior to the sale, GA Mauritius deposited an aggregate of 74,824 Class A ordinary shares against the issuance of a like amount of ADSs, which were sold together with ADSs on hand.

On February 12, 2014, GA Mauritius sold 2,450,000 ADSs (representing 2,450,000 Class A ordinary shares), at a price of \$78.0171 per ADS, in an open market transaction. In connection with and prior to the sale, GA Mauritius deposited an aggregate of 2,444,262 Class A ordinary shares against the issuance of a like amount of ADSs, which were sold together with ADSs on hand.

On February 18, 2014, GA Mauritius sold 1,100,000 ADSs (representing 1,100,000 Class A ordinary shares), at a price of \$80.4497 per ADS, in an open market transaction. In connection with and prior to the sale, GA Mauritius deposited an aggregate of 1,097,424 Class A ordinary shares against the issuance of a like amount of ADSs, which were sold together with ADSs on hand.

On February 19, 2014, GA Mauritius sold 510,851 ADSs (representing 510,851 Class A ordinary shares), at a price of \$82.5890 per ADS, in an open market transaction. In connection with and prior to the sale, GA Mauritius deposited an aggregate of 509,655 Class A ordinary shares against the issuance of a like amount of ADSs, which were sold together with ADSs on hand.

(d) No person other than the persons listed or the shareholders of GA Mauritius is known to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, any securities owned by any member of the group.

(e) Not applicable.

Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to the Issuer.

No material change.

Item 7. Materials to be Filed as Exhibits.

No material change.

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SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 20, 2014.

GENERAL ATLANTIC LLC

By: /s/ Christopher G. Lanning  
Name: Christopher G. Lanning  
Title: Managing Director

GENERAL ATLANTIC MAURITIUS LIMITED

By: /s/ Christopher G. Lanning  
Name: Christopher G. Lanning  
Title: Director

GENERAL ATLANTIC GENPAR (MAURITIUS)  
LIMITED

By: /s/ Christopher G. Lanning  
Name: Christopher G. Lanning  
Title: Director

## Schedule A

## Directors of General Atlantic Mauritius Limited

Name	Business Address	Citizenship	Principal Occupation
Jean Maurice Richard Arlove	6th Floor, Tower A 1 Cyber City, Ebene, Maritius	Mauritius	Chief Executive Officer
Amit Gupta	6th Floor, Tower A 1 Cyber City, Ebene, Maritius	India	Senior Executive
Christopher G. Lanning	55 East 52nd Street 32nd Floor New York, New York 10055 USA	United States	Managing Director of General Atlantic LLC

## Directors of General Atlantic GenPar (Mauritius) Limited

Name	Business Address	Citizenship	Principal Occupation
Jean Maurice Richard Arlove	6th Floor, Tower A 1 Cyber City, Ebene, Maritius	Mauritius	Chief Executive Officer of Abax Corporate Services Ltd.
Amit Gupta	6th Floor, Tower A 1 Cyber City, Ebene, Maritius	India	Senior Executive of Abax Corporate Services Ltd.
Christopher G. Lanning	55 East 52nd Street 32nd Floor New York, New York 10055 USA	United States	Managing Director of General Atlantic LLC

## Schedule B

## GA Managing Directors

Name	Business Address	Citizenship
Steven A. Denning (Chairman)	600 Steamboat Road Greenwich, Connecticut 06830	United States
William E. Ford (Chief Executive Officer)	55 East 52nd Street 32nd Floor New York, New York 10055	United States
J. Frank Brown (Chief Operating Officer)	55 East 52nd Street 32nd Floor New York, New York 10055	United States
Thomas J. Murphy (Chief Financial Officer)	600 Steamboat Road Greenwich, Connecticut 06830	United States
John D. Bernstein	23 Savile Row London W1S 2ET United Kingdom	United Kingdom
Gabriel Caillaux	23 Savile Row London W1S 2ET United Kingdom	France
Mark F. Dzialga	600 Steamboat Road Greenwich, Connecticut 06830	United States
Cory A. Eaves	55 East 52nd Street 32nd Floor New York, New York 10055	United States
Martin Escobari	Rua Dr. Renato Paes de Barros, 1017	Bolivia and Brazil



	15 andar 04530-001 Sao Paulo, Brazil	
Patricia Hedley	600 Steamboat Road Greenwich, Connecticut 06830	United States
David C. Hodgson	55 East 52nd Street 32nd Floor New York, New York 10055	United States
Rene M. Kern	55 East 52nd Street 32nd Floor New York, New York 10055	United States and Germany
Jonathan C. Korngold	55 East 52nd Street 32nd Floor New York, New York 10055	United States
Christopher G. Lanning	55 East 52nd Street 32nd Floor New York, New York 10055	United States
Xuesong Jeff X. Leng	Suite 5801, 58th Floor Two International Finance Center 8 Finance Street Central, Hong Kong	Hong Kong SAR
Anton J. Levy	55 East 52nd Street 32nd Floor New York, New York 10055	United States
Adrianna C. Ma	55 East 52nd Street 32nd Floor New York, New York 10055	United States
Sandeep Naik	17th Floor Express Towers	United States

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Nariman Point  
Mumbai 400 021  
India

Andrew C. Pearson	600 Steamboat Road Greenwich, Connecticut 06830	United States
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Brett B. Rochkind	228 Hamilton Ave. Palo Alto, CA 94301	United States
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David A. Rosenstein	55 East 52nd Street 32nd Floor New York, New York 10055	United States
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Philip P. Trahanas	600 Steamboat Road Greenwich, Connecticut 06830	United States
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Robbert Vorhoff	55 East 52nd Street 32nd Floor New York, New York 10055	United States
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